

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 20, 1980

## NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	ACADEMY AWARDS(S)	33.7	25,710	1	ACADEMY AWARDS(S)	23.7	48,990
2	GUYANA TRAGEDY PART 2(S)	31.7	24,190	2	CBS TUESDAY NIGHT MOVIES#	23.6	48,790
3	CBS TUESDAY NIGHT MOVIES#	31.3	23,880	3	THAT'S INCREDIBLE#	21.8	45,170
4	GUYANA TRAGEDY PART 1(S)	28.9	22,050	4	CARNIVAL OF THRILLS(S)	21.3	44,040
5	60 MINUTES	27.2	20,750	5	GUYANA TRAGEDY PART 2(S)	20.7	42,830
6	OLIVIA NEWTON-JOHN(S)	26.3	20,070	6	OLIVIA NEWTON-JOHN(S)	18.7	38,740
7	THAT'S INCREDIBLE#	26.1	19,910	7	GUYANA TRAGEDY PART 1(S)	18.6	38,530
8	CARNIVAL OF THRILLS(S)	26.0	19,840	8	DUKES OF HAZZARD	18.5	38,230
9	NURSE(S)	24.3	18,540	9	60 MINUTES	17.0	35,130
10	M*A*S*H	22.5	17,170	10	HAPPY DAYS	15.9	32,870
11	DUKES OF HAZZARD	22.4	17,090	11	LAVERNE & SHIRLEY	15.9	32,830
12	JEFFERSONS	22.1	16,860	12	REAL PEOPLE	15.9	32,810
12	REAL PEOPLE	22.1	16,860	13	ABC MONDAY NIGHT MOVIE#	15.8	32,620
14	ALICE	21.8	16,630	14	M*A*S*H	15.7	32,450
15	ABC SUNDAY NIGHT MOVIE	21.5	16,400	15	ABC SUNDAY NIGHT MOVIE	15.4	31,760
16	ABC MONDAY NIGHT MOVIE#	21.1	16,100	16	THREE'S COMPANY	14.9	30,860
17	FLO	21.0	16,020	17	NURSE(S)	14.8	30,570
18	THREE'S COMPANY	20.8	15,870	18	ALICE	14.7	30,420
19	MAGNUM FORCE(S)	20.5	15,640	19	B.J. AND THE BEAR#	14.6	30,140
20	TRAPPER JOHN, M.D.#	20.3	15,490	20	FLO	14.5	30,050
21	LAVERNE & SHIRLEY	20.0	15,260	21	JEFFERSONS	14.5	29,910
22	HAPPY DAYS	19.9	15,180				

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ACADEMY AWARDS(S)	29.0	23,250
2	GUYANA TRAGEDY PART 2(S)	26.6	21,280
3	CBS TUESDAY NIGHT MOVIES#	25.5	20,430
4	GUYANA TRAGEDY PART 1(S)	24.5	19,640
5	60 MINUTES	20.5	16,470
6	NURSE(S)	20.4	16,390
7	THAT'S INCREDIBLE#	19.9	15,910
8	OLIVIA NEWTON-JOHN(S)	19.5	15,650
9	JEFFERSONS	17.8	14,290
10	CARNIVAL OF THRILLS(S)	17.7	14,200
11	ALICE	17.4	13,940
12	REAL PEOPLE	17.3	13,860
13	DUKES OF HAZZARD	16.9	13,530
14	M*A*S*H	16.8	13,440
15	FLO	16.7	13,350
16	BODY HUMAN:BODY BEAUTIFUL(S)	16.5	13,210
17	ABC SUNDAY NIGHT MOVIE	15.8	12,660
18	EIGHT IS ENOUGH	15.6	12,510
19	ARCHIE BUNKER'S PLACE#	15.6	12,470
20	BENSON	15.2	12,220
21	LOVE BOAT	15.0	12,050
22	TRAPPER JOHN, M.D.#	14.9	11,940

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS TUESDAY NIGHT MOVIES#	25.9	18,670
2	ACADEMY AWARDS(S)	25.6	18,470
3	GUYANA TRAGEDY PART 2(S)	23.4	16,860
4	60 MINUTES	22.3	16,090
5	ABC MONDAY NIGHT MOVIE#	21.3	15,350
6	CARNIVAL OF THRILLS(S)	20.4	14,710
7	GUYANA TRAGEDY PART 1(S)	20.1	14,470
8	ABC SUNDAY NIGHT MOVIE	19.9	14,350
9	THAT'S INCREDIBLE#	19.2	13,870
10	OLIVIA NEWTON-JOHN(S)	18.8	13,550
11	MAGNUM FORCE(S)	17.3	12,480
12	REAL PEOPLE	16.8	12,110
13	DUKES OF HAZZARD	16.2	11,670
14	M*A*S*H	15.4	11,080
15	ALICE	15.0	10,800
16	JEFFERSONS	14.9	10,720
17	B.J. AND THE BEAR#	14.7	10,590
18	NURSE(S)	14.3	10,330
19	20/20	14.3	10,310
20	FLO	13.6	9,830
21	BODY HUMAN:BODY BEAUTIFUL(S)	13.4	9,680
22	TIM CONWAY SHOW	12.9	9,310
23	TRAPPER JOHN, M.D.#	12.8	9,260

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 20, 1980

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ACADEMY AWARDS(S)	28.8	14,380
2	CBS TUESDAY NIGHT MOVIES#	26.5	13,220
3	GUYANA TRAGEDY PART 2(S)	26.3	13,130
4	GUYANA TRAGEDY PART 1(S)	25.4	12,670
5	OLIVIA NEWTON-JOHN(S)	21.0	10,480
6	THAT'S INCREDIBLE#	20.9	10,420
7	NURSE(S)	19.2	9,580
8	DUKES OF HAZZARD	18.1	9,020
9	ABC SUNDAY NIGHT MOVIE	17.4	8,700
10	CARNIVAL OF THRILLS(S)	17.1	8,520
11	LAVERNE & SHIRLEY	16.5	8,240
12	BODY HUMAN:BODY BEAUTIFUL(S)	16.2	8,060
13	M*A*S*H	16.1	8,030
14	JEFFERSONS	15.8	7,880
15	ABC MONDAY NIGHT MOVIE#	15.6	7,790
15	BENSON	15.6	7,790
17	FLO	15.5	7,730
18	MAGNUM FORCE(S)	15.5	7,710
19	EIGHT IS ENOUGH	15.4	7,700
20	REAL PEOPLE	15.4	7,690
21	HAPPY DAYS	15.3	7,640
22	THREE'S COMPANY	14.9	7,450
23	BIG EVENT#	14.7	7,320

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	34.3	8,330
2	ARCHIE BUNKER'S PLACE#	29.2	7,110
3	ACADEMY AWARDS(S)	28.5	6,930
4	ONE DAY AT A TIME#	25.7	6,240
5	CBS TUESDAY NIGHT MOVIES#	24.9	6,060
6	GUYANA TRAGEDY PART 2(S)	24.5	5,960
7	ALICE	24.3	5,900
8	PALMERSTOWN, U.S.A.	24.1	5,870
9	GUYANA TRAGEDY PART 1(S)	24.0	5,830
10	NURSE(S)	22.4	5,450
11	JEFFERSONS	21.6	5,260
12	REAL PEOPLE	21.0	5,110
13	CARNIVAL OF THRILLS(S)	20.1	4,890
14	NBC NIGHTLY NEWS	19.4	4,720
15	TRAPPER JOHN, M.D.#	18.9	4,590
16	TIM CONWAY SHOW	18.4	4,480
17	FLO	18.3	4,440
17	OLDEST LIVING GRADUATE(S)	18.3	4,440
17	THAT'S INCREDIBLE#	18.3	4,440
20	LOVE BOAT	18.1	4,400
21	CBS EVENING NEWS-CRONKITE	17.8	4,330

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ACADEMY AWARDS(S)	26.1	12,370
2	CBS TUESDAY NIGHT MOVIES#	26.0	12,350
3	GUYANA TRAGEDY PART 2(S)	22.4	10,650
4	ABC MONDAY NIGHT MOVIE#	22.4	10,610
5	ABC SUNDAY NIGHT MOVIE	22.1	10,480
6	OLIVIA NEWTON-JOHN(S)	20.1	9,560
7	GUYANA TRAGEDY PART 1(S)	18.8	8,920
8	THAT'S INCREDIBLE#	17.8	8,470
9	MAGNUM FORCE(S)	17.6	8,340
10	CARNIVAL OF THRILLS(S)	17.5	8,330
11	60 MINUTES	16.4	7,790
12	DUKES OF HAZZARD	15.2	7,210
13	M*A*S*H	14.7	7,000
14	20/20	13.1	6,230
15	B.J. AND THE BEAR#	13.1	6,210
16	HAPPY DAYS	12.7	6,020
17	BODY HUMAN:BODY BEAUTIFUL(S)	12.6	5,980
18	NURSE(S)	12.5	5,950
19	BARNEY MILLER	12.3	5,820
20	REAL PEOPLE	12.1	5,760
21	LAVERNE & SHIRLEY	12.1	5,740
22	GALACTICA 1980	11.9	5,650
23	FLO	11.7	5,570

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	36.7	7,020
2	ALICE	27.2	5,210
3	CARNIVAL OF THRILLS(S)	27.1	5,190
4	ACADEMY AWARDS(S)	26.6	5,090
5	CBS TUESDAY NIGHT MOVIES#	26.5	5,060
6	ARCHIE BUNKER'S PLACE#	25.9	4,960
7	REAL PEOPLE	25.3	4,830
8	GUYANA TRAGEDY PART 2(S)	24.3	4,640
9	JEFFERSONS	24.0	4,590
10	GUYANA TRAGEDY PART 1(S)	23.5	4,500
11	PALMERSTOWN, U.S.A.	22.5	4,310
12	ONE DAY AT A TIME#	21.1	4,040
13	NBC NIGHTLY NEWS	19.8	3,790
14	THAT'S INCREDIBLE#	19.4	3,710
14	TRAPPER JOHN, M.D.#	19.4	3,710
16	DUKES OF HAZZARD	19.2	3,680
17	CBS EVENING NEWS-CRONKITE	18.9	3,610
18	FLO	18.4	3,520
19	B.J. AND THE BEAR#	18.1	3,460

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																												
WK # DAY START TIME DUR NET TYPE										PROG. WK 1 WK 2				AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																												
																	TOTAL PERSONS (2+)					LADY WORK- OF ING. HOUSE WOM.					WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
																	TOTAL					TOTAL					TOTAL					TOTAL					TOTAL		TOTAL						
																	18-34					18-49					18-49					18-49													
																	25-54					25-54					25-54					25-54													
																	55-64					55-64					55-64					55-64													
																	55+					55+					55+					55+													



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1980 REPORT

PROGRAM NAME										T/C SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TEENS (12-17) FEM.	CHILDREN (2-11) TOTAL	6-11		
EVENING CONT'D																																						
ALICE																																						
1 SUN. 9.00P 30 CBS CS 26 198 197 A 21.8 34 1663 1829 759 240 839 246 422 384 165 355 649 144 276 264 150 314 153 65^ 188 146																																						
2 SUN. 10.00P 30 B 25.3 37 1930 1860 804 280 887 242 422 398 164 392 638 169 312 288 131 276 148 84 187 133																																						
ANGIE																																						
SAT. 8.00P 30 ABC CS 2 178 185 A 10.4 19 794 1723 702 260 802 255 466 417 159 273 417 137^ 213 242 82^124^ 162 88^ 342 239																																						
SAT. 8.00P 30 ABC CS 2 178 185 B 10.4 19 794 1723 702 260 802 255 466 417 159 273 417 137 213 242 82 124 162 88 342 239																																						
ARCHIE BUNKER'S PLACE																																						
1 SUN. 8.00P 30 CBS CS 26 197 A 18.6 28 1419 1705 814 258 878 179 283 291 222 501 639 131^ 244 255 162^348 69^ 36^ 119^ 86^																																						
1 SUN. 8.00P 30 CBS CS 26 197 B 22.8 34 1740 1807 771 269 856 190 345 353 173 424 694 166 311 303 150 322 115 62 142 99																																						
ASSOCIATES																																						
THU. 9.30P 30 ABC CS 4 191 197 A 15.3 25 1167 1626 690 305 709 289 468 371 83^215 618 291 426 387 65^140 101^ 43^ 198 112																																						
THU. 9.30P 30 ABC CS 4 191 197 B 16.5 27 1259 1741 709 278 764 329 514 424 95 203 650 307 451 409 78 150 159 65 168 100																																						
B.J. AND THE BEAR																																						
2 SAT. 8.00P 120 NBC A 4 206 A 16.9 30 1289 2338 650 256 742 304 475 433 98^227 823 239 482 444 129^269 231 110^ 542 339																																						
2 SAT. 8.00P 120 NBC A 4 206 B 16.4 29 1251 2270 680 308 765 302 479 415 107 236 751 236 431 386 120 254 223 91 531 333																																						
8.00 - 8.30 A 15.2 29 1160 2358 619 242 691 257 438 399 115^222 851 264 523 465 118^252 253 140^ 563 346																																						
8.30 - 9.00 A 17.2 32 1312 2507 671 284 757 356 509 446 115^218 900 298 571 499 110^253 259 111^ 591 353																																						
9.00 - 9.30 A 17.8 31 1358 2356 668 252 772 322 497 442 83^231 787 191 433 421 154^288 244 114^ 553 360																																						
9.30 - 10.00 A 17.4 30 1328 2126 636 243 734 281 455 438 81^230 746 199 403 392 133^274 179^ 77^ 467 297																																						
BARNEY MILLER																																						
THU. 9.00P 30 ABC CS 25 196 198 A 18.8 30 1434 1713 740 336 774 293 507 430 87 229 601 263 406 389 58^135 109 33^ 229 154																																						
THU. 9.00P 30 ABC CS 25 196 198 B 21.0 33 1602 1775 698 286 768 328 504 432 96 209 616 274 408 360 85 165 189 95 202 149																																						
BENSON																																						
THU. 8.30P 30 ABC CS 27 200 201 A 19.0 30 1450 1819 806 360 843 299 537 473 92 251 542 211 353 338 60^125 123 82^ 311 247																																						
THU. 8.30P 30 ABC CS 27 200 201 B 20.8 32 1587 1926 729 300 805 337 530 449 100 219 591 244 383 341 77 162 211 116 319 225																																						

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)															
													TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL FEM.	TOTAL 6-11														
EVENING CONT'D																																								
BUCK ROGERS-25TH CENTURY																		A	15.5	25	1183	2123	574	238	662	269	418	348	100	191	664	252	435	397	95	178	275	107	522	326
THU. 8.00P 60 NBC SF																		B	16.4	26	1251	2147	594	247	662	316	488	402	62	133	713	344	543	462	64	118	283	86	489	345
8.00 - 8.30																		A	14.8	25	1129	2084	560	220	648	262	400	327	104	202	661	242	425	381	100	192	284	109	491	291
8.30 - 9.00																		A	16.1	25	1228	2167	591	253	680	279	437	371	97	182	666	258	443	410	91	167	267	105	554	361
BUFFALO SOLDIERS(S)																		A	10.9	18	832	1517	523	201	572	154	327	307	89	207	777	241	426	407	179	276	70	LT	98	12
2 MON. 10.00P 60 NBC GD																																								
10.00 - 10.30																		A	10.8	17	824	1553	559	238	628	156	379	362	98	211	758	219	422	394	179	286	59	LT	108	21
10.30 - 11.00																		A	11.1	19	847	1460	479	162	507	151	271	248	80	200	788	261	426	415	178	264	79	LT	86	LT
CARNIVAL OF THRILLS(S)																		A	26.0	39	1984	2220	650	191	715	262	428	373	113	247	742	242	420	382	148	262	280	94	483	337
2 SUN. 8.00P 120 CBS CS																																								
8.00 - 8.30																		A	23.3	38	1778	2204	631	179	710	238	415	374	104	256	734	236	419	383	141	258	238	84	522	361
8.30 - 9.00																		A	25.8	39	1969	2265	652	195	725	256	430	378	111	252	754	242	441	397	145	258	252	82	534	371
9.00 - 9.30																		A	27.0	40	2060	2214	661	197	715	275	436	372	117	243	728	241	409	374	146	259	302	100	469	338
9.30 - 10.00																		A	27.9	41	2129	2192	655	189	712	276	436	366	123	239	743	247	407	377	158	268	317	106	420	289
CBS EVENING NEWS-CRONKITE																		A	13.9	27	1061	1552	706	189	743	138	268	298	186	408	652	145	264	276	146	340	72	27	85	54
M-F 6.30P 30 CBS N																		B	15.5	28	1183	1604	704	212	775	156	287	313	167	414	641	147	281	297	136	304	87	34	101	62
CBS EVENING NEWS-DEAN																		A	9.6	21	732	1589	734	187	764	128	275	280	200	440	710	130	230	264	180	386	58	31	57	34
SUN. 6.30P 30 CBS N																		B	9.5	18	725	1662	702	217	760	138	296	318	164	397	730	168	324	329	153	329	83	35	89	56
CBS SAT. NEWS-SCHIEFFER																		A	9.8	22	748	1683	839	272	865	156	368	407	182	421	648	150	248	266	162	338	59	26	111	79

SAT. 6.30P 30 CBS N				84	84			B	10.8	22	824	1631	714	235	781	155	316	326	155	408	663	149	292	313	137	310	77	43	110	75
CBS TUESDAY NIGHT MOVIES				3	181			A	31.3	50	2388	2043	791	295	856	344	554	474	125	255	782	310	517	466	106	212	197	88	208	163
1 TUE. 9.00P 120 CBS FF					97			B	21.4	34	1633	1967	719	282	781	305	490	435	118	230	824	333	535	462	112	222	193	89	169	129
9.00 - 9.30								A	28.5	43	2175	2104	795	321	878	379	571	473	124	257	772	326	522	463	103	200	204	101	250	195
9.30 - 10.00								A	31.7	49	2419	2100	791	300	867	357	567	485	124	254	790	321	529	479	98	210	198	87	245	193
10.00 - 10.30								A	33.3	54	2541	2036	799	290	859	328	550	477	126	260	782	293	505	462	108	218	196	84	199	150
10.30 - 11.00								A	31.6	53	2411	1939	781	271	824	314	531	464	122	248	781	304	515	462	116	215	187	82	147	116
CELEBRITY CHALLENGE-SEXES(S)					179			A	15.2	27	1160	1993	748	245	805	311	542	456	106	217	630	227	384	390	92	158	248	110	310	279
2 SAT. 9.00P 120 CBS SE					97			A	13.4	23	1022	1977	822	267	862	314	561	481	118	245	658	233	411	429	79	140	139	62	318	262
9.00 - 9.30								A	14.0	24	1068	1917	774	248	813	282	533	460	125	238	602	220	368	382	90	146	202	81	300	262
9.30 - 10.00								A	16.6	30	1267	2023	734	252	795	316	556	470	95	198	631	220	378	378	103	176	296	128	301	287
10.00 - 10.30								A	17.0	32	1297	2005	675	216	754	327	515	413	92	195	618	227	375	373	95	161	315	149	318	294
10.30 - 11.00								A	15.0	23	1145	1932	725	242	825	323	522	409	116	238	620	191	365	282	102	216	267	153	220	179
CHARLIE'S ANGELS				27	200	196		B	21.5	33	1640	1844	717	282	809	324	501	421	114	239	603	231	356	293	101	197	213	126	219	162
WED. 9.00P 60 ABC PD					98	99		A	14.6	23	1114	1955	739	252	850	338	541	418	121	246	580	162	324	256	108	219	275	157	250	189
9.00 - 9.30								A	15.3	24	1167	1915	712	232	800	306	504	401	113	229	663	217	402	305	97	218	263	150	189	172
9.30 - 10.00																														
CHIPS					5	212	210	A	15.8	24	1206	2082	705	276	821	369	538	427	110	223	681	271	402	344	141	225	206	100	374	224
1 SUN. 8.00P 60 NBC OP					99	98		B	18.9	29	1442	2182	692	287	790	329	523	443	98	212	690	271	437	391	103	190	227	99	475	301
2 SUN. 8.00P 120								A	16.7	26	1274	2123	689	253	806	350	530	454	113	214	677	293	416	348	125	208	205	90	435	271
8.00 - 8.30								A	18.2	27	1389	2071	683	267	812	350	534	433	108	222	656	267	402	329	120	209	191	94	412	260
8.30 - 9.00								A	12.8	19	977	2123	826	328	891	429	581	394	119	242	760	254	409	378	201	276	233	126	239	114
9.00 - 9.30								A	12.3	18	938	1951	678	303	806	390	504	373	113	240	673	240	349	343	181	254	239	129	243	113
9.30 - 10.00																														
CONTENDER					3	194	191	A	13.2	24	1007	1568	624	260	726	257	436	396	121	212	599	198	310	255	117	231	151	60	92	62
CONT'D																														



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL M.	TOTAL 6-11						
EVENING CONT'D																																	
CONTENDER-CONT'D																																	
	THU.	10.00P	60	CBS	GD	99	98	B	13.7	25	1045	1728	634	240	732	247	437	415	97	207	634	233	352	285	102	221	245	70	117	89			
		10.00 - 10.30						A	13.3	24	1015	1603	633	262	739	263	436	396	125	225	617	199	313	263	117	239	148	60	99	65			
		10.30 - 11.00						A	13.0	25	992	1534	618	256	717	253	441	402	120	200	582	200	309	248	114	223	153	60	82	56			
DALLAS										27	199	198																					
	FRI.	10.00P	60	CBS	GD	99	99	B	17.3	30	1320	1823	732	321	857	306	525	432	120	266	607	271	399	301	99	179	130	66	229	158			
		10.00 - 10.30						B	24.9	42	1900	1824	819	293	907	338	537	466	136	297	586	214	350	316	96	186	144	84	187	142			
		10.30 - 11.00						A	17.5	30	1335	1846	724	319	832	289	507	428	120	266	611	264	401	324	101	182	130	71	273	184			
								A	17.1	31	1305	1795	738	317	877	321	540	435	120	265	600	279	397	278	94	171	132	62	186	132			
DIFF'RENT STROKES										22	203	203																					
	1 WED.	9.00P	30	NBC	CS	99	97	A	16.7	26	1274	1979	687	346	783	294	478	400	146	241	582	190	313	320	81	194	179	92	435	366			
	2 WED.	9.00P	60					B	20.4	31	1557	1847	714	273	792	270	454	390	121	278	599	227	370	333	94	185	191	78	265	201			
		9.00 - 9.30						A	17.9	28	1366	1987	653	362	761	292	461	387	136	229	577	193	316	324	83	189	187	88	462	393			
		9.30 - 10.00						A	14.4	22	1099	1943	766	309	831	297	516	427	173	274	588	180	299	309	78	204	157	100	367	293			
DISNEY'S WONDERFUL WORLD										28	208	209																					
	SUN.	7.00P	60	NBC	FV	99	99	A	15.0	26	1145	2100	558	260	674	290	420	368	111	199	653	233	390	342	47	200	133	57	640	348			
		7.00 - 7.30						B	17.5	28	1335	2400	695	264	790	358	540	439	93	204	708	300	495	425	81	160	242	101	660	427			
		7.30 - 8.00						A	13.8	24	1053	2040	548	267	677	293	416	349	118	204	651	234	387	327	53	210	109	56	603	332			
								A	16.2	27	1236	2146	565	250	669	285	418	384	107	197	653	234	391	352	41	189	153	61	671	362			
DOBERMANS(S)										190																							
	1 FRI.	9.00P	60	NBC	PD	96		A	10.0	17	763	1738	667	237	759	229	400	375	169	283	558	169	302	232	78	210	121	91	300	267			
		9.00 - 9.30						A	9.7	16	740	1714	661	224	760	227	384	365	166	295	544	153	281	225	70	204	116	84	294	262			

9.30 - 10.00							A 10.3 17 786	1747 671 248^	758 234^ 412 385	167^270^	566 185^ 321 233^ 82^213^	118^ 93^	305^ 269^	
DUKES OF HAZZARD							A 22.4 38 1709	2237 713 305	792 311 528 459	91 208	685 248 423 367	125 217	186 88	574 366
FRI. 9.00P 60 CBS CS 29 197 195							B 24.1 39 1839	2135 686 241	766 286 472 410	109 235	662 220 408 374	113 201	221 99	486 335
9.00 - 9.30							A 21.8 38 1663	2236 705 296	780 304 521 454	89 205	677 250 418 369	125 214	191 90	588 364
9.30 - 10.00							A 23.0 39 1755	2232 721 312	802 317 536 460	91 210	683 241 424 366	123 212	183 85	564 368
EIGHT IS ENOUGH							A 18.6 30 1419	1988 761 273	883 362 543 430	89 266	447 133 232 189	72^177	257 173	401 276
WED. 8.00P 60 ABC CS 27 202 202							B 22.8 35 1740	1948 734 277	841 340 526 425	107 257	479 181 284 237	74 156	235 149	393 268
8.00 - 8.30							A 17.5 29 1335	1914 744 264	872 346 524 427	90^271	437 113 209 178	79^188	219 154	386 266
8.30 - 9.00							A 19.7 31 1503	2048 772 283	889 375 559 430	90 260	453 150 250 197	65^166	291 191	415 286
FACTS OF LIFE							A 14.6 25 1114	1845 655 194^	757 188^ 290 340	157^336	455 110^ 223 203^ 83^197^	157^ 65^	476 332	
1 FRI. 8.30P 30 NBC CS 4 190							B 14.5 25 1106	1943 728 184	820 202 361 362	120 379	521 142 251 243	82 224	191 98	411 283
FANTASY ISLAND							A 17.5 32 1335	1673 724 282	807 308 494 455	105 238	479 194 298 260	70^149	172 114	215 190
SAT. 10.00P 60 ABC A 23 197 200							B 20.6 37 1572	1847 749 291	835 336 528 458	101 242	580 242 379 329	76 161	198 115	234 193
10.00 - 10.30							A 17.1 31 1305	1690 733 289	823 311 503 460	108 247	480 200 301 262	69^147	171 114	216 189
10.30 - 11.00							A 17.9 34 1366	1650 712 276	791 304 484 450	104 230	474 190 291 254	73^152	171 114	214 191
FLO							A 21.0 31 1602	1876 726 270	833 279 482 424	128 278	614 184 347 326	90 220	233 102	196 151
MON. 9.30P 30 CBS CS 4 197 182							B 24.4 36 1862	1815 781 275	878 310 504 452	136 294	568 181 314 285	98 212	197 97	172 136
GALACTICA 1980							A 11.9 20 908	2146 580 307	706 361 524 384	84^139	770 436 620 491	52^101^	271 144	399 253
SUN. 7.00P 60 ABC SF 5 188 191							B 13.1 22 1000	2224 611 303	709 367 520 400	78 151	776 435 624 476	58 109	275 132	464 306
7.00 - 7.30							A 10.8 19 824	2107 581 301	701 356 518 379	80^143^	752 417 606 486	53^104^	265 140^	389 240
7.30 - 8.00							A 13.1 21 1000	2148 577 305	703 361 525 385	86^133	778 447 630 487	52^ 99^	268 144	399 259
GOODTIME GIRLS							A 11.3 20 862	1756 683 239	801 283 453 377	158 280	410 132^ 220 223	75^132^	193 120^	352 266
SAT. 8.30P 30 ABC CS 2 181 193							B 11.3 20 862	1756 683 239	801 283 453 377	158 280	410 132 220 223	75 132	193 120	352 266

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1980 REPORT

PROGRAM NAME						I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
															TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																															
GUYANA TRAGEDY PART 1(S)						185		A	28.9	46	2205	1747	764	306	891	332	575	471	109	266	657	208	405	375	126	205	130	74	69	45	
2 TUE. 9.00P 120 CBS GD						98		A	26.4	40	2014	1812	768	287	912	339	584	487	111	269	658	203	408	380	127	200	125	71	117	86	
9.00 - 9.30								A	29.0	45	2213	1733	756	311	900	331	577	475	105	272	636	205	392	369	134	206	133	80	64	39	
9.30 - 10.00								A	30.2	49	2304	1712	778	319	886	329	576	475	106	262	647	205	397	375	120	200	128	72	51	27	
10.00 - 10.30								A	30.0	52	2289	1731	751	303	864	331	560	453	106	256	683	214	420	379	126	211	134	71	50	34	
10.30 - 11.00																															
GUYANA TRAGEDY PART 2(S)						187		A	31.7	50	2419	1771	796	287	881	317	544	494	100	247	698	241	441	421	108	192	154	78	38	21	
2 WED. 9.00P 120 CBS GD						98		A	28.1	43	2144	1859	806	302	903	316	548	498	108	262	714	248	430	420	123	208	155	90	87	59	
9.00 - 9.30								A	31.3	47	2388	1816	808	300	901	318	549	507	102	258	710	240	434	423	116	201	158	82	47	32	
9.30 - 10.00								A	33.6	53	2564	1714	788	271	859	307	528	485	96	240	684	231	439	418	101	189	158	79	13	LT	
10.00 - 10.30								A	33.8	57	2579	1709	778	274	858	323	547	491	92	227	685	244	456	421	97	174	151	67	15	LT	
10.30 - 11.00																															
HAGEN (B)						166		A	15.5	26	1183	1693	706	115	804	166	310	323	156	379	584	82	175	235	151	291	173	63	132	79	
2 THU. 9.00P 60 CBS A						95		A	15.5	25	1183	1675	710	113	806	166	300	308	166	395	569	79	162	224	153	293	141	52	159	98	
9.00 - 9.30								A	15.5	26	1183	1701	703	118	801	167	320	337	146	364	594	84	186	246	150	286	201	72	105	61	
9.30 - 10.00																															
HAGEN (B)						171		A	17.9	28	1366	1723	730	257	829	246	443	430	154	285	632	202	317	239	148	267	83	47	179	113	
1 THU. 9.00P 60 CBS A						96		A	17.5	27	1335	1732	715	228	812	223	411	395	161	304	638	198	312	225	147	274	89	42	193	110	
9.00 - 9.30								A	18.3	29	1396	1706	739	281	836	266	471	459	150	263	628	206	324	252	149	260	79	52	163	116	
9.30 - 10.00																															
HAPPY DAYS						29	210	207	A	19.9	32	1518	2165	666	234	747	329	502	444	76	169	596	254	397	358	60	145	288	161	534	361

TUE.	8.00P	30	ABC	CS	99	99	B 22.0	35	1679	1966	690	271	773	337	504	421	94	214	549	242	362	302	71	148	224	126	420	279	
HART TO HART					20	197	200	A 15.7	26	1198	1731	684	243	765	252	474	455	92^227	632	248	385	332	85^189	215	136	119	91^		
TUE.	10.00P	60	ABC	PD	98	99	B 20.0	33	1526	1654	731	283	818	357	545	465	96	210	589	255	379	329	81	167	155	82	92	76	
	10.00 - 10.30						A 15.5	25	1183	1753	671	235	752	263	489	465	93^201	633	253	388	334	83^186	242	151	126	98			
	10.30 - 11.00						A 15.9	27	1213	1701	695	248	774	240	458	446	90^250	629	240	381	328	89^194	186	116	112	85^			
HELLO, LARRY (B)					194		A 13.3	23	1015	1777	729	375	924	444	576	429	136^268	533	258	356	221^	103^177^	139^	61^	181^	161^			
1 WED.	10.30P	30	NBC	CS	97																								
HELLO, LARRY					15	196	A 14.6	24	1114	1886	769	428	932	392	557	481	161^274	577	275	394	277	108^172^	155^	55^	222	205^			
1 WED.	10.00P	30	NBC	CS	97		B 17.3	27	1320	1749	711	280	800	298	478	402	124	263	580	248	374	320	89	169	182	65	187	143	
HERE'S BOOMER					6	192	186	A 11.8	22	900	1872	720	218	806	189	365	370	197	363	530	124^	232	234	125^245	123^	87^	413	239	
1 FRI.	8.00P	30	NBC	GD	97	96	B 13.7	24	1045	2012	767	214	857	207	384	376	157	398	557	134	241	259	101	258	156	87	442	283	
2 FRI.	8.00P	60																											
	8.00 - 8.30						A 12.5	23	954	1874	706	212	802	190	347	360	193	363	534	122^	233	221	126^253	124^	77^	414	245		
	8.30 - 9.00						A 10.3	19	786	1882	762	236^	826	192^	412	395	207^371	527	135^	241^264^	126^228^	112^112^	417	222^					
INCREDIBLE HULK					25	188	191	A 16.2	29	1236	2066	696	234	762	262	469	451	101	214	667	227	394	355	128	215	183	81^	454	239
FRI.	8.00P	60	CBS	SF	97	97	B 18.5	31	1412	2091	680	255	768	299	477	408	102	228	673	247	418	381	104	194	184	84	466	278	
	8.00 - 8.30						A 15.3	28	1167	2021	697	233	764	257	459	451	105	222	671	223	394	360	129	218	170	77^	416	216	
	8.30 - 9.00						A 17.1	30	1305	2097	693	234	759	265	476	447	98	207	661	231	393	350	128	212	191	84^	486	260	
JEFFERSONS					25	194	193	A 22.1	36	1686	1774	761	287	848	277	468	417	163	312	635	183	310	277	145	271	130	59^	161	117
1 SUN.	9.30P	30	CBS	CS	99	99	B 24.1	36	1839	1827	808	290	893	256	448	415	161	372	627	173	318	290	132	260	149	79	158	115	
2 SUN.	10.30P	30																											
LAVERNE & SHIRLEY					8	208	208	A 20.0	31	1526	2151	693	261	774	365	540	445	71^170	580	234	374	361	63^144	283	175	514	350		
TUE.	8.30P	30	ABC	CS	99	99	B 20.3	31	1549	1974	696	266	783	367	535	428	89	193	553	235	360	312	65	148	216	137	422	282	



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1980 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
								TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	18-34	18-49	25-54	55-64	55+	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)																			
EVENING CONT'D																													
LITTLE HOUSE-PAIRIE																													
1	MON.	8.00P	60	NBC	GD	99	96	A 12.8	19	977	1857	725	274	863	288	455	412	130	345	555	158	284	260	129	236	79^	36^	360	204
2	MON.	8.00P	120					B 22.5	33	1717	1961	811	258	920	292	467	421	153	383	561	179	287	261	106	231	137	83	343	225
		8.00 - 8.30						A 13.5	20	1030	1963	717	279	875	290	433	400	143	369	571	151	265	253	128	273	105^	46^	412	231
		8.30 - 9.00						A 14.0	20	1068	1890	733	294	892	323	487	439	139	342	516	138	270	259	104^	216	84^	50^	398	234
		9.00 - 9.30						A 11.4	16	870	1691	716	225^	798	238^	433	390	100^	315	568	179^	299	250^	166^	218^	60^	16^	265^	145^
		9.30 - 10.00						A 10.3	15	786	1693	737	263^	823	231^	439	400	107^	328	615	196^	354	293^	164^	217^	29^	17	226^	113^
LOU GRANT																													
	MON.	10.00P	60	CBS	GD	99	99	A 16.8	28	1282	1769	727	277	857	328	506	456	119	266	639	248	367	324	90^	212	201	85^	72^	47^
		10.00 - 10.30						B 19.8	32	1511	1612	768	289	851	335	532	476	114	243	582	241	360	307	91	171	126	60	53	37
		10.30 - 11.00						A 16.9	27	1289	1795	729	265	860	327	501	450	122	275	646	249	369	326	90^	214	207	90^	82^	57^
								A 16.5	29	1259	1755	732	288	862	330	516	465	120	262	635	249	361	321	95^	218	199	83^	59^	40^
LOVE BOAT																													
	SAT.	9.00P	60	ABC	CS	98	98	A 19.0	33	1450	1801	738	280	830	290	477	403	127	303	476	166	283	245	72^	170	188	134	307	228
		9.00 - 9.30						B 21.2	36	1618	1897	767	284	863	308	490	428	126	311	575	214	342	307	86	192	177	114	282	218
		9.30 - 10.00						A 18.3	32	1396	1844	749	277	844	282	479	407	131	315	468	153	271	241	74^	172	197	139	335	243
								A 19.5	33	1488	1770	736	287	825	297	478	402	122	296	483	175	292	248	74^	171	179	130	283	217
MAGNUM FORCE(S)																													
1	SAT.	9.00P	143	CBS	FF	97		A 20.5	37	1564	1798	649	288	762	297	494	418	119^	189	796	298	532	447	115^	203	161	24^	79^	55^
		9.00 - 9.30						A 17.3	30	1320	1886	660	246	779	296	488	415	134^	219	792	288	524	442	115^	209	159^	27^	156^	96^
		9.30 - 10.00						A 18.6	32	1419	1805	675	269	784	294	498	428	139^	201	767	285	502	432	113^	193	168^	31^	86^	63^
		10.00 - 10.30						A 22.2	40	1694	1766	649	306	758	304	505	421	114^	175	793	302	538	439	115^	204	163	20^	52^	42^
		10.30 - 11.00						A 22.8	42	1740	1756	619	314	724	288	479	402	109^	174	813	293	528	461	117^	214	160	18^	59^	49^
11.00 - 11.30																													
M*A*S*H																													
	MON.	9.00P	30	CBS	CS	99	98	A 22.5	32	1717	1890	668	275	782	274	467	420	119	243	645	238	408	353	81	199	239	97	224	160
								B 25.7	38	1961	1856	727	286	811	334	514	451	104	230	597	241	386	341	86	167	207	93	241	176
ME AND MAXX (B)																													
1	WED.	9.30P	30	NBC	CS	96		A 15.2	24	1160	2032	668	417	823	339	481	408	136^	238	640	294	406	358	120^	187^	208	86^	361	327
MORK & MINDY																													
	THU.	8.00P	30	ABC	CS	99	99	A 16.1	27	1228	1869	770	343	809	314	536	473	82^	209	544	225	369	325	62^	114	176	109	340	250
								B 20.2	32	1541	2005	698	296	774	375	553	445	79	173	589	283	419	351	62^	122	215	125	427	280
NBC FRIDAY NIGHT MOVIE																													
2	FRI.	9.00P	120	NBC	FF	97		A 12.0	22	916	1895	829	293	872	370	574	403	93^	220^	616	196^	379	322	78^	199^	178^	148^	229^	147^
		9.00 - 9.30						B 12.0	22	916	1895	829	293	872	370	574	403	93	220	616	196	379	322	78	199	178	148	229	147
		9.30 - 10.00						A 10.7	19	816	1819	801	248^	842	291^	489	386	111^	267^	529	160^	313	301	73^	186^	152^	126^	296	189^
		10.00 - 10.30						A 10.8	19	824	1840	816	315	863	315	521	408	96^	228^	557	180^	370	287^	72^	187^	179^	153^	241^	125^
		10.30 - 11.00						A 13.2	24	1007	1931	823	273	869	427	629	390	81^	197^	665	219^	398	336	81^	211^	199^	157^	198^	131^
								A 13.1	24	1000	1985	872	334	913	423	639	435	87^	202^	691	219^	427	364	83^	204^	183^	161^	198^	148^
NBC NEWS UPDATE-M-F																													
1	MWTHF	8.58P	1	NBC	N	94	92	A 13.8	21	1053	1915	679	269	772	240	418	381	147	289	620	191	335	318	128	224	152	71	371	243
1	TUE.	8.57P	1					B 17.2	26	1312	1969	717	254	800	270	443	397	118	288	660	237	394	354	105	215	169	69	340	232
2	MON.	9.18P	2																										
2	TU-F	8.58P	1																										
NBC NEWS UPDATE-SAT.																													
2	SAT.	9.07P	1	NBC	N	94		A 16.5	29	1259	2392	679	267	785	349	509	447	79^	235	797	199	452	433	148^	282	239	101^	571	370
								B 18.2	31	1389	2159	707	291	803	307	499	421	101	237	682	246	428	383	99	198	223	89	451	291
NBC NEWS UPDATE-SUN.																													
1	SUN.	8.58P	1	NBC	N	94	94	A 14.9	22	1137	2030	766	317	869	384	611	447	103^	201	708	288	441	337	144	223	181	100^	272	164
2	SUN.	9.13P	1					B 18.5	27	1412	2160	746	296	838	339	542	471	108	227	747	302	490	428	104	194	208	87	367	248



FOR EXPLANATION OF SYMBOLS, SEE PAGE A

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1980 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION													
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
WK	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES	AVG. AUD. SHARE	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN	18-34	18-49	25-54	55-64	55+	TEENS (12-17)	CHILDREN (2-11)	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																							
QUINCY, M.E.-CONT'D																							
		9.00 - 9.30							A 16.9 27 1289	1912	750 303	832 316	520 471	135 237	629 216	395 369	113 192	190 119	261 204				
		9.30 - 10.00							A 18.0 30 1373	1870	755 313	838 309	531 471	131 245	637 213	404 378	103 192	197 109	198 158				
REAL PEOPLE																							
		8.00P	60	NBC U		30	210 212		A 22.1 35 1686	1946	754 328	821 257	455 400	164 304	718 228	341 364	142 286	133 63^	274 200				
		8.00 - 8.30							B 22.0 34 1679	1945	738 276	811 255	441 402	125 296	713 247	422 395	117 233	180 61	241 169				
		8.30 - 9.00							A 21.7 35 1656	1966	777 333	840 262	457 409	167 315	715 226	332 355	146 295	128 61^	283 202				
									A 22.4 35 1709	1927	737 325	808 255	457 395	156 293	723 231	351 370	141 282	131 60^	265 198				
ROCKFORD FILES(B)																							
		10.00P	60	NBC PD			195		A 9.2 15 702	1645	694 271^	728 230^	432 451	143^200^	732 297^	463 429	78^162^	153^ 88^	32^ 18^				
		10.00 - 10.30							A 9.5 15 725	1694	722 281^	759 231^	461 461	151^215^	727 285^	453 431	76^164^	161^102^	47^ 32^				
		10.30 - 11.00							A 8.9 15 679	1580	660 261^	692 227^	401 436	136^187^	736 311^	474 427	77^159^	138^ 72^	14^ 1^				
ROCKFORD FILES																							
		10.00P	60	NBC PD		6	199 196		A 15.2 28 1160	1699	733 281	818 262	466 452	129 276	598 191	381 330	97^188	159 63^	124 84^				
		10.00 - 10.30							B 14.3 25 1091	1704	727 284	802 303	516 472	114 226	656 215	428 377	97 189	146 57	100 68				
		10.30 - 11.00							A 15.2 27 1160	1720	729 276	808 258	468 449	124 266	602 187	380 330	98^193	168 71^	142 96^				
									A 15.2 29 1160	1672	738 282	826 265	463 453	134 284	594 193	380 329	96^186	149 52^	103^ 73^				
SANFORD (B)																							
		8.00P	60	NBC CS			196		A 15.3 25 1167	1937	655 299	716 184^	437 432	113^240	713 171^	386 351	149^273	179^ 57^	329 230				
		8.00 - 8.30							A 15.2 25 1160	1903	645 303	702 189^	428 415	114^237	711 182^	388 350	139^268	159^ 46^	331 230				
		8.30 - 9.00							A 15.4 24 1175	1960	662 294	729 180^	445 445	114^243	709 156^	380 351	159^276	197^ 65^	325 231				
SANFORD (B)																							
							197		A 15.3 25 1167	2168	693 299	777 178^	384 356	212 345	807 176^	364 354	165^347	251 115^	333 242				
1 TUE. 8.00P 30 NBC CS 98																							
SHERIFF LOBO (B)																							
		10.00P	60	NBC A			183		A 11.9 20 908	1793	647 198^	685 232^	363 353	140^256^	593 199^	364 230^	111^222^	198^ 70^	317 272				
		10.00 - 10.30							A 12.0 20 916	1816	626 208^	681 239^	357 341	138^255^	621 203^	361 225^	118^247^	173^ 70^	341 292				
		10.30 - 11.00							A 11.8 20 900	1756	667 184^	686 223^	361 367	141^258^	560 189^	360 227^	105^200^	221^ 71^	289 251^				
60 MINUTES																							
		7.00P	60	CBS DN		31	203 203		A 27.2 46 2075	1693	723 241	794 173	318 332	167 401	775 188	375 369	173 339	72 26^	52^ 27^				
		7.00 - 7.30							B 28.1 45 2144	1791	750 281	824 202	362 378	152 376	791 231	408 396	147 313	92 40	84 59				
		7.30 - 8.00							A 26.5 47 2022	1673	725 238	796 171	316 333	169 405	770 181	363 358	174 345	69 24^	38^ 16^				
									A 27.9 46 2129	1708	718 244	789 172	317 332	164 398	779 194	386 379	169 332	76 30^	64 35^				
SNEAK PREVIEW-OSCAR RACE(S)																							
		10.05P	55	NBC CC			198		A 8.8 16 671	1690	790 269^	796 299^	419 367	133^338^	622 242^	404 304^	97^176^	149^ 97^	123^ 123^				
		10.00 - 10.30							A 9.0 16 687	1747	722 226^	733 277^	394 335^	119^316^	674 255^	414 304^	105^203^	124^ 69^	216^ 216^				
		10.30 - 11.00							A 8.6 16 656	1636	849 313^	849 319^	438 394	147^357^	569 226^	389 301^	87^152^	174^122^	44^ 44^				
STOCKARD CHANNING SHOW																							
		8.30P	30	CBS CS		4	188 182		A 15.7 23 1198	1894	707 230	803 269	449 407	133 275	642 210	368 339	92^221	203 80^	246 164				
									B 16.3 24 1244	1894	714 253	813 297	495 446	125 243	561 203	343 307	83 173	203 97	307 205				
TAXI																							
		9.30P	30	ABC CS		28	205 204		A 16.8 26 1282	1747	663 267	736 324	497 423	86^173	543 227	344 276	70^164	250 159	218 153				
									B 22.8 35 1740	1775	718 295	806 348	529 445	98 215	589 258	380 328	82 165	199 107	181 136				
THAT'S INCREDIBLE																							
		8.00P	60	ABC U		5	193		A 26.1 39 1991	2269	750 305	798 311	522 465	84^222	697 227	424 424	107^189	269 121^	505 324				
		8.00 - 8.30							B 25.8 38 1969	2153	754 300	797 310	511 461	97 226	702 256	450 422	103 194	237 110	417 273				
		8.30 - 9.00							A 24.2 37 1846	2251	753 297	794 299	513 469	83^222	689 225	423 423	104^185	260 120^	508 324				
									A 28.0 41 2136	2280	746 309	800 324	531 460	83^219	700 228	427 424	110^187	274 119	506 326				
THAT'S INCREDIBLE SPEC(S)																							
		8.00P	60	ABC U			192		A 18.4 34 1404	2026	725 266	780 306	482 397	93^239	638 192	389 391	91^203	250 124^	358 214				
		8.00 - 8.30							A 17.5 33 1335	2008	712 270	771 293	462 395	90^243	652 200	391 391	99^213	256 125^	329 206				
		8.30 - 9.00							A 19.3 35 1473	2035	731 259	781 313	498 397	94^232	621 183	383 389	83^191	247 125^	386 221				



FOR EXPLANATION OF SYMBOLS, SEE PAGE A

FOR EXPLANATION OF SYMBOLS, SEE PAGE A



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2									TOTAL PERSONS (2+)					WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			

FOR EXPLANATION OF SYMBOLS, SEE PAGE A



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1980 REPORT

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																						
							VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
							WOMEN	MEN					TEENS					CHILDREN											
WK	START	DUR	NET	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	FEM.	TOTAL	6-11
WEEKDAY DAYTIME CONT'D																													
AFTERNOON PLAYHOUSE-MON(S)	1 MON.	4.00P	30	CBS CL	164	92	A	5.0	17	382	1280	631	55v	728	175^	262^	330^	175^	398^	218^	LT	81v	81v	40v	137v	167^	167^	167^	115v
AFTERNOON PLAYHOUSE-TUE(S)	1 TUE.	4.00P	30	CBS CL	168	92	A	5.7	18	435	1218	648	126v	696	142^	358^	361^	195^	287^	423^	48v	142^	142^	104v	281^	99v	30v	LT	LT
AFTERNOON PLAYHOUSE WED(S)	1 WED.	4.00P	30	CBS CL	168	92	A	4.9	15	374	1008	425^	72v	457^	203^	203^	241^	184^	216^	169^	LT	LT	51v	72v	118v	155v	51v	227^	129v
AFTERNOON PLAYHOUSE-THU(S)	1 THU.	4.00P	30	CBS CL	168	92	A	5.2	17	397	1433	603^	235^	724	173^	383^	320^	212^	308^	390^	LT	46v	90v	185^	300^	132v	65v	187^	101v
AFTERNOON PLAYHOUSE-FRI(S)	1 FRI.	4.00P	30	CBS CL	163	91	A	4.6	16	351	1644	764	262^	855	163v	391^	347^	300^	436^	245^	15v	69v	69v	97v	176^	150v	150v	394^	203^
ALL MY CHILDREN	M-F	1.00P	60	ABC DD	139	194	A	9.3	34	710	1356	854	237	984	476	699	554	61^	192	177	74^	116	89	29^	46^	107	93	88	43^
					98	98	B	9.2	32	702	1319	831	207	926	478	673	506	67	179	215	95	134	103	15	63	91	73	87	39
	1.00 - 1.30						A	9.0	33	687	1352	869	223	994	475	703	559	59^	191	173	67^	109	84^	29^	50^	98	88	87	37^
	1.30 - 2.00						A	9.6	35	732	1346	837	246	973	475	695	547	65^	194	174	75^	119	89	27^	43^	115	96	84	45^
ANOTHER WORLD	1 MON.	2.30P	39	NBC DD	136	201	A	6.4	22	488	1420	847	151	941	262	497	500	135	332	235	28v	71^	79^	58^	146	129	96^	115^	72^
	&	3.19P	41		98	98	B	7.1	23	542	1290	806	164	920	304	498	457	124	341	207	44	77	75	40	114	85	69	78	46
	1 TJ-F	2.30P	90																										
	2 M-F	2.30P	90																										
	2.30 - 3.00						A	6.0	22	458	1413	825	124^	933	287	499	481	127^	336	249	30v	81^	94^	55^	151	113^	82^	118^	70^
	3.00 - 3.30						A	6.5	22	496	1419	855	153	947	261	497	501	135	331	252	33^	82^	90^	60^	149	115^	87^	105^	65^
	3.30 - 4.00						A	6.7	22	511	1456	870	175	955	248	500	518	143	334	217	29v	63^	63^	55^	135	155	116^	129	84^
AS THE WORLD TURNS	M-F	2.00P	60	CBS DD	55	190	A	7.6	28	580	1298	853	168	952	195	436	447	182	430	221	26v	67^	64^	36^	148	45^	38^	80^	23v
					99	99	B	8.0	27	610	1286	832	166	949	194	434	438	157	434	237	47	96	87	29	125	40	28	60	16
	2.00 - 2.30						A	7.6	28	580	1262	846	156	940	192	426	441	186	428	199	21v	53^	51^	37^	141	45^	36^	78^	22v
	2.30 - 3.00						A	7.7	28	588	1296	840	177	941	190	432	440	174	425	232	27^	71^	71^	38^	153	43^	35^	80^	23v
CAPTAIN KANGAROO	M-F	8.00A	60	CBS C	139	177	A	3.0	15	229	1249	380	79^	397	245^	315	253^	35v	65v	73^	30v	38v	22v	LT	30v	36v	LT	743	319
					97	97	B	2.9	15	221	1329	414	90	463	209	286	240	51	151	150	41	68	58	32	73	49	23	667	195
	8.00 - 8.30						A	2.8	14	214	1271	412	98^	426	225^	332	285	37v	75^	75^	28v	42v	33v	LT	23v	27v	LT	743	355
	8.30 - 9.00						A	3.2	16	244	1197	348	54v	364	257	294	220^	34v	58v	61v	29v	33v	LT	LT	28v	42v	21v	730	283
CARD SHARKS	M-F	10.00A	30	NBC QG	138	141	A	3.9	20	298	1443	851	170^	906	190^	365	410	175^	423	365	51v	114^	106^	97^	231	77^	54^	95^	67^
					82	82	B	4.1	20	313	1435	790	114	873	204	373	345	169	439	407	86	143	137	93	242	49	29	106	57
CBS LATE MORNING NEWS	M-F	10.54A	6	CBS N	137	138	A	3.8	19	290	1403	692	162^	741	223	369	359	123^	303	289	69^	111^	80^	47v	178^	93^	62^	280	169^
					81	83	B	3.6	18	275	1438	699	112	796	254	411	373	121	328	321	67	128	120	59	175	77	44	244	113
CELEBRITY WHEEL	M-F	10.30A	24	CBS QG	130	147	A	3.7	18	282	1429	648	138^	711	287	431	383	75^	216	256	74^	114^	85^	49v	142^	111^	61^	351	198^
					82	84	B	3.7	18	282	1416	673	107	773	272	415	366	113	300	295	75	120	115	49	152	79	39	269	126
CHAIN REACTION	M-F	12.00N	30	NBC QG	70	148	A	3.7	15	282	1415	720	174^	780	191^	379	358	167^	327	442	67^	134^	170^	66^	233	36v	36v	157^	79^
					79	78	B	3.9	14	298	1405	743	125	804	200	380	349	132	356	404	71	109	119	70	254	68	27	129	71
DAYS OF OUR LIVES	M-F	1.00P	60	NBC DD	137	207	A	6.2	23	473	1457	902	109^	1009	226	424	413	188	512	298	38^	73^	81^	83^	209	62^	43^	88^	65^
					99	99	B	6.6	23	504	1299	822	136	921	265	439	414	162	418	259	65	88	79	73	155	51	43	68	28
	1.00 - 1.30						A	6.0	22	458	1452	897	100^	1006	225	417	395	202	524	298	40^	69^	78^	90^	212	54^	37^	94^	63^
	1.30 - 2.00						A	6.5	24	496	1399	885	106^	985	222	419	417	169	489	272	29v	61^	73^	73^	197	61^	42^	81^	62^

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1980 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
							WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)			TOTAL	18-34	18-49	18-54	55-64	55+	TOTAL	18-34	18-49	18-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
WEEKDAY DAYTIME CONT'D																																
DOCTORS	M-F	2.00P	30	NBC	DD		139	198	193	A	5.3	19	404	1416	867	111	991	265	479	441	126	431	226	33	63	79	65	142	105	71	94	65
							97	95		B	6.1	21	465	1302	817	140	944	304	511	445	124	372	231	51	77	75	65	136	64	51	63	26
EDGE OF NIGHT	1 M-WTHF	4.00P	30	ABC	DD		131	154	156	A	4.9	16	374	1184	644	192	780	360	502	401	59	201	190	92	92	66	24	88	120	105	94	61
	2 MTU-WF	4.00P	30				83	83		B	5.3	16	404	1324	711	176	862	381	599	455	86	220	237	117	158	106	17	66	114	93	111	62
FAMILY FEUD	M-F	11.30A	30	ABC	QP		140	195	198	A	6.2	28	473	1431	732	150	854	341	544	451	66	243	336	124	164	121	52	142	100	82	141	82
							98	99		B	6.6	28	504	1394	737	149	821	349	529	416	95	230	320	135	177	136	46	119	83	56	170	64
GENERAL HOSPITAL	1 MON.	3.00P	10	ABC	DD		137	194	195	A	9.4	31	717	1261	768	162	865	431	589	465	78	202	158	62	65	41	13	81	154	137	84	50
	& 3.21P	39					99	99		B	9.9	31	755	1304	793	193	876	407	601	480	90	215	190	73	100	77	21	78	146	126	92	59
	1 TU-F	3.00P	60																													
	2 M-F	3.00P	60																													
	3.00 - 3.30									A	9.2	32	702	1239	778	169	880	425	593	481	80	210	157	65	69	42	10	78	138	122	64	37
	3.30 - 4.00									A	9.6	31	732	1268	761	159	853	434	586	457	76	192	157	59	62	45	12	81	166	145	92	59
GOOD MORNING, AMERICA-730	M-F	7.30A	30	ABC	N		140	195	196	A	5.2	28	397	1212	715	179	780	257	413	388	159	257	353	56	98	157	71	179	31	13	48	33
							98	98		B	4.2	25	320	1352	698	223	757	259	429	403	137	250	422	133	201	206	69	166	56	15	117	63
GOOD MORNING, AMERICA-830	M-F	8.30A	30	ABC	N		140	196	197	A	6.4	32	488	1238	778	159	827	230	424	404	163	328	338	78	122	137	56	178	18	12	55	30
							97	97		B	5.9	30	450	1266	749	166	804	227	413	402	148	323	372	107	162	166	64	175	31	13	59	25
GUIDING LIGHT							55	190	191	A	8.0	27	610	1336	778	188	911	223	429	417	147	402	223	43	91	88	52	124	113	97	89	34
1 MON.	3.00P	10	CBS	DD			99	99		B	8.7	27	664	1342	799	168	930	229	455	440	145	397	244	60	110	97	43	115	92	69	76	34
& 3.18P	42																															
1 TU-F	3.00P	60																														
2 M-F	3.00P	60																														
	3.00 - 3.30									A	7.9	27	603	1340	794	198	925	218	431	421	151	413	225	44	91	90	52	126	105	93	85	32
	3.30 - 4.00									A	8.1	26	618	1319	764	184	893	225	426	414	141	388	215	39	84	82	54	123	117	97	94	39
HIGH ROLLERS	M-F	11.00A	30	NBC	QG		137	186	185	A	4.7	24	359	1448	739	111	854	200	344	427	137	348	390	36	86	124	103	257	76	37	128	31
							94	94		B	5.0	24	382	1302	724	103	825	179	345	340	150	401	366	64	108	114	82	228	36	14	75	22
HOLLYWOOD SQUARES	M-F	10.30A	30	NBC	QP		138	167	165	A	4.1	20	313	1502	855	159	939	252	397	405	150	403	357	57	105	97	93	229	74	32	132	67
							87	87		B	4.6	23	351	1414	756	132	847	210	374	349	146	398	414	89	153	147	86	233	60	29	93	35
JEFFERSONS M-F	M-F	10.00A	30	CBS	CS		52	165	166	A	4.5	23	343	1370	630	157	685	284	454	385	90	196	211	87	113	80	34	88	90	27	384	213
							89	90		B	4.4	20	336	1385	633	158	723	291	445	378	96	222	272	121	162	129	33	87	102	35	288	138
LAVERNE & SHIRLEY M-F	M-F	11.00A	30	ABC	CS		140	175	176	A	5.1	26	389	1350	642	144	694	332	514	393	43	157	252	113	155	111	20	71	203	152	201	124
							97	97		B	5.5	26	420	1349	610	153	680	368	516	393	46	127	254	137	183	126	25	53	151	106	264	98
MORNING MON FRI	M-F	7.15A	45	CBS	N		140	181	181	A	2.9	16	221	1367	621	177	634	137	295	394	150	213	506	81	163	239	78	204	36	LT	191	105
	7.30 - 8.00						98	98		B	2.8	18	214	1321	584	187	625	129	297	355	120	246	496	91	222	240	95	221	37	LT	163	96
										A	2.9	16	221	1380	620	158	629	140	294	389	149	213	498	81	163	226	77	204	45	23	208	113
ONE DAY AT A TIME-M-F	2 MTUWF	4.00P	30	CBS	CS		46	126		A	3.1	10	237	1376	735	83	768	351	494	426	63	249	210	109	118	100	31	51	178	97	220	118
							68			B	4.2	12	320	1446	641	142	723	273	428	360	103	243	276	83	138	134	52	109	199	112	248	131
ONE LIFE TO LIVE	M-F	2.00P	60	ABC	DD		137	192	193	A	8.9	32	679	1327	803	202	908	435	618	507	75	219	206	77	103	77	28	89	121	108	92	59
							99	99		B	8.7	30	664	1269	817	191	901	446	627	498	86	210	205	84	115	85	21	82	94	79	69	34
	2.00 - 2.30									A	8.9	33	679	1321	792	201	907	438	620	506	70	219	198	74	103	80	23	82	120	104	96	58
	2.30 - 3.00									A	8.9	32	679	1321	807	203	906	432	614	504	80	219	202	75	99	71	31	91	126	113	87	59



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1980 REPORT

PROGRAM NAME				I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)	CHILDREN (2-11)										
																								TOTAL FEM.	TOTAL 6-11										
WEEKDAY DAYTIME CONT'D																																			
PASSWORD PLUS						137	161	159																											
M-F	12.30P	30	NBC	QG		82	81		A	5.1	20	389	1476	753	177	856	178	324	354	168	427	443	75	121	129	94	291	85	51	92	50				
									B	5.1	19	389	1399	758	155	825	201	354	357	152	398	411	94	143	137	77	235	54	23	109	57				
PRICE IS RIGHT 1						136	194	194																											
M-F	11.00A	30	CBS	AP		97	97		A	6.0	30	458	1378	739	144	832	257	388	310	106	380	301	64	96	70	64	201	55	20	190	63				
									B	5.8	28	443	1453	740	150	870	271	418	333	112	391	359	67	116	109	67	222	66	30	158	65				
PRICE IS RIGHT 2						137	194	194																											
M-F	11.30A	30	CBS	AP		97	97		A	6.6	30	504	1431	748	152	849	278	411	293	117	395	295	65	86	64	66	199	67	26	220	71				
									B	6.8	30	519	1441	741	153	870	285	435	348	106	373	338	64	107	96	53	208	71	37	162	63				
RYAN'S HOPE						138	185	185																											
M-F	12.30P	30	ABC	DD		97	97		A	6.9	27	526	1378	811	233	939	444	667	516	44	186	202	96	147	88	22	43	151	116	86	46				
									B	7.0	26	534	1298	806	209	888	466	650	478	71	173	228	109	149	112	19	60	85	67	97	32				
SEARCH FOR TOMORROW						137	181	183																											
M-F	12.30P	30	CBS	DD		96	97		A	6.4	25	188	1273	791	183	920	255	448	453	154	382	225	15	57	64	37	157	58	48	70	35				
									B	7.6	28	580	1288	793	174	938	281	466	427	132	395	238	46	80	71	37	143	48	38	64	21				
TODAY SHOW-7.30AM						139	214	214																											
M-F	7.30A	30	NBC	N		99	99		A	4.7	25	359	1345	648	111	702	148	302	288	206	356	492	84	184	159	120	297	69	19	82	64				
									B	4.4	26	336	1411	736	156	804	205	356	347	156	379	488	107	192	187	112	260	35	17	84	55				
TODAY SHOW-8.30AM						139	210	211																											
M-F	8.30A	30	NBC	N		99	99		A	5.2	26	397	1332	774	100	817	204	378	337	181	376	391	88	136	100	88	243	49	27	75	53				
									B	5.6	29	427	1273	727	129	791	165	330	349	157	386	396	87	145	139	86	220	28	17	58	35				
\$20,000 PYRAMID						137	175	175																											
M-F	12.00N	30	ABC	QG		92	91		A	4.7	19	359	1387	810	167	855	307	487	434	77	285	340	89	154	124	41	166	91	78	101	45				
									B	4.8	19	366	1368	747	134	833	361	526	411	109	244	300	112	183	150	41	101	90	59	145	65				
WHEEL OF FORTUNE						138	199	198																											
									A	5.3	24	404	1349	695	89	804	157	314	383	142	357	381	55	87	97	92	249	67	40	97	28				
M-F	11.30A	30	NBC	QG		97	97		B	5.4	24	412	1291	721	108	815	179	348	351	142	386	359	66	110	113	71	217	45	22	72	32				
YOUNG AND THE RESTLESS						55	193	194																											
M-F	1.00P	60	CBS	DD		99	99		A	7.8	30	595	1212	811	155	929	323	482	443	159	363	136	16	43	39	21	92	59	45	88	25				
1.00 - 1.30									B	8.2	29	626	1294	826	193	959	340	512	450	145	378	202	55	88	85	23	95	53	38	80	23				
1.30 - 2.00									A	7.6	29	580	1193	787	163	913	327	478	437	148	351	136	14	43	41	17	91	61	47	83	26				
									A	8.1	30	618	1188	810	144	916	312	468	439	163	360	127	13	35	32	22	91	59	43	86	21				
WEEKEND DAYTIME																																			
ABC WEEKEND SPECIALS						30	181	183																											
SAT.	12.00N	30	ABC	FV		94	95		A	4.7	21	359	1669	382	67	474	257	309	160	45	115	355	191	255	114	32	100	268	172	572	49				
									B	6.2	23	473	1698	378	133	439	239	321	216	36	93	324	168	236	172	32	62	266	135	669	412				
ABC WIDE WORLD-SPORTS SAT						20	198	206																											
1 SAT.	5.02P	88	ABC	SA		99	99		A	9.9	26	755	1715	520	180	593	190	359	319	87	200	781	294	472	436	120	249	160	81	181	121				
2 SAT.	5.00P	90							B	12.2	28	931	1732	591	221	662	223	378	324	102	236	736	242	436	403	108	245	153	68	181	128				
5.00 - 5.30									A	8.7	25	664	1753	572	180	649	220	388	362	90	216	746	259	461	417	106	228	132	79	226	122				
5.30 - 6.00									A	10.1	27	771	1834	559	185	624	206	387	356	84	196	816	325	483	440	136	262	163	90	231	177				
6.00 - 6.30									A	10.8	27	824	1600	440	175	528	157	315	256	90	192	781	293	474	448	117	253	186	77	105	67				
ABC WIDE WORLD-SPORTS SUN						12	182	190																											
SUN.	4.30P	90	ABC	SA		94	98		A	8.2	23	626	1706	479	116	512	149	268	257	84	193	833	296	497	428	159	280	196	82	165	134				
4.30 - 5.00									B	12.3	30	938	1743	548	207	601	204	368	346	88	177	783	288	500	428	128	236	175	65	184	132				
5.00 - 5.30									A	7.8	22	595	1635	501	121	506	134	269	268	72	188	821	278	473	414	172	299	140	50	168	120				
5.30 - 6.00									A	8.3	23	633	1692	477	126	499	156	247	220	84	209	827	274	470	413	168	293	199	90	167	143				
									A	8.4	22	641	1805	461	107	531	159	291	283	97	184	863	336	555	465	139	251	247	103	164	142				
AFTERNOON PLAYHOUSE-SAT(S)						102																													
2 SAT.	3.30P	60	CBS	CL		66			A	3.6	14	275	1869	958	454	1184	637	699	505	196	461	492	255	292	248	113	178	29	29	164	164				
3.30 - 4.00									A	3.1	12	237	1688	1004	485	1211	696	760	583	131	422	368	182	219	147	107	149	LT	LT	109	109				
4.00 - 4.30									A	4.0	15	305	2036	944	436	1187	605	666	457	252	500	587	312	349	326	120	202	51	51	211	211				
ALL NEW POPEYE HOJR 1						30	189	190																											
SAT.	10.30A	30	CBS	CA		97	98		A	7.1	31	542	1568	372	50	411	182	225	12																

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM	TOTAL	18-34	WOMEN 18-25-34	55-64	55+	TOTAL	18-34	MEN 18-25-34	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
WEEKEND DAYTIME CONT'D																															
ALL NEW POPEYE HOUR 2			30	189	190				A	5.9	28	450	1736	387	140	460	206	296	207	85	134	333	182	234	141	23	99	204	27	739	305
SAT.		11.00A	30	CBS	CA		97	98	B	8.5	32	649	1664	313	139	391	228	295	176	35	80	301	158	223	155	30	66	240	117	732	392
AMERICAN BANDSTAND '80			20	160	162				A	4.9	21	374	1583	458	121	562	263	388	251	93	131	427	209	318	203	47	74	251	181	343	316
SAT.		12.30P	60	ABC	PC		85	86	B	5.0	18	382	1644	458	202	564	334	426	255	54	112	424	248	316	215	48	87	283	160	373	244
12.30 - 1.00									A	4.8	21	366	1680	456	81	544	248	363	247	92	139	437	200	344	213	64	79	283	172	416	386
1.00 - 1.30									A	5.1	22	389	1445	442	154	563	269	404	246	91	119	404	211	281	182	33	70	213	185	265	242
AMERICAN SPORTSMAN			2	161	156				A	3.2	11	244	1996	677	210	677	210	358	234	117	291	968	389	599	495	186	252	208	32	143	115
SUN.		2.00P	60	ABC	SE		86	87	B	3.2	11	244	1996	677	210	677	210	358	234	117	291	968	389	599	495	186	252	208	32	143	115
2.00 - 2.30									A	3.1	11	237	1954	688	274	688	256	400	204	109	258	906	338	545	514	182	240	198	30	162	101
2.30 - 3.00									A	3.4	12	259	1961	645	135	649	163	310	255	120	312	986	419	619	465	180	249	205	30	121	121
ANIMALS, ANIMALS, ANIMALS			29	132	135				A	2.5	13	191	1440	339	100	408	152	314	252	LT	94	445	199	319	308	43	126	37	LT	550	331
SUN.		11.30A	30	ABC	CL		83	84	B	2.9	12	221	1392	338	99	412	185	281	199	50	104	344	145	236	203	42	86	152	67	484	277
ASK NBC NEWS-8:58AM			30	189	188				A	4.1	22	313	1377	123	46	142	90	109	66	33	33	146	56	102	102	22	44	50	18	1039	667
SAT.		8.58A	2	NBC	CN		97	97	B	4.6	23	351	1629	240	89	265	140	190	161	26	57	140	75	112	103	LT	16	138	35	1086	648
ASK NBC NEWS-10:28AM			30	200	197				A	6.3	27	481	1547	168	80	276	163	190	90	44	44	161	54	102	67	14	59	144	104	966	662
SAT.		10.28A	2	NBC	CN		98	98	B	5.6	22	427	1644	241	77	300	175	226	145	33	48	183	99	120	84	22	45	205	74	956	588
ASK NBC NEWS-11:28AM			30	194	176				A	4.5	21	343	1560	276	145	341	215	229	158	59	59	260	53	70	84	64	137	332	149	627	468
SAT.		11.28A	2	NBC	CN		94	81	B	4.9	19	374	1668	289	119	366	237	287	165	35	57	296	170	215	138	29	59	248	87	758	463
BJGS BUNNY/ROAD RUNNER 1			30	202	202				A	7.0	31	534	1551	216	53	218	122	167	102	39	51	265	102	135	101	58	126	214	69	854	466
SAT.		9.00A	30	CBS	CA		99	99	B	8.0	34	610	1597	254	106	308	177	241	161	38	56	260	150	195	132	26	51	189	92	840	469
BUGS BUNNY/ROAD RUNNER 2			30	202	202				A	8.5	35	649	1556	302	74	342	159	210	118	70	127	246	107	154	120	53	86	194	33	774	448
SAT.		9.30A	30	CBS	CA		99	99	B	9.7	38	740	1630	267	121	331	198	263	173	36	55	288	164	218	149	24	53	219	98	792	453
BUGS BUNNY/ROAD RUNNER 3			30	202	202				A	8.6	36	656	1466	295	50	362	168	208	101	84	151	234	96	174	137	36	55	171	27	699	409
SAT.		10.00A	30	CBS	CA		99	99	B	10.4	40	794	1627	284	125	351	219	286	187	27	50	291	164	220	163	23	50	232	105	753	418
CAPT. CAVEMAN-TEEN ANGELS			7	179	179				A	4.7	22	359	1755	221	33	240	102	126	113	28	66	251	132	165	59	14	86	255	155	1009	594
SAT.		11.30A	30	ABC	CA		92	92	B	5.4	22	412	1597	273	115	316	190	240	142	34	62	214	110	163	126	25	48	239	144	828	459
CASPER AND THE ANGELS			2	189	189				A	3.3	18	252	1381	130	39	146	107	127	68	19	19	142	68	100	100	23	42	96	LT	997	592
SAT.		8.30A	30	NBC	CA		97	97	B	3.3	18	252	1381	130	39	146	107	127	68	19	19	142	68	100	100	23	42	96	LT	997	592
CBS SPORTS SPECTACULAR			26		157				A	6.1	21	465	1194	431	151	431	115	225	271	96	160	641	105	303	305	166	293	64	23	58	58
2 SAT.		4.30P	90	CBS	SA				B	6.8	18	519	1640	493	190	551	19	311	287	75	187	730	243	428	392	106	249	161	55	198	139
4.30 - 5.00									A	4.6	17	351	1162	496	117	496	97	233	288	94	208	635	190	355	278	177	280	31	LT	LT	LT
5.00 - 5.30									A	6.2	22	473	1080	361	116	361	16	200	249	112	112	644	114	319	303	163	274	28	LT	47	47
5.30 - 6.00									A	7.6	24	580	1286	439	200	439	123	236	276	77	163	629	45	255	321	157	308	114	55	104	104
DAFFY DUCK SHOW			19	205	205				A	6.0	26	458	1445	160	75	251	161	161	82	51	51	203	64	98	67	35	105	216	131	775	557
SAT.		10.30A	30	NBC	CA		97	97	B	6.2	24	473	1625	254	108	304	192	227	134	36	51	273	155	194	119	24	61	242	85	806	498
DEAR ALEX & ANNIE-11.56AM			30	179	179				A	4.2	19	320	1728	253	41	271	109	140	118	31	72	278	147	174	58	16	104	248	163	931	585
SAT.		11.56A	3	ABC	CN		92	92	B	5.4	21	412	1630	304	123	363	213	283	170	34	65	250	126	181	126	26	51	247	128	770	466
DEAR ALEX & ANNIE-11.26AM			29	116	121				A	2.3	13	175	1537	252	103	297	114	189	120	LT	108	349	210	286	252	LT	63	303	194	588	384
SUN.		11.26A	3	ABC	CN		82	84	B	3.9	16	298	1561	341	122	414	241	312	206	31	78	353	177	278	213	34	68	198	94	596	363
FACE THE NATION			30	182	181				A	3.9	20	298	1148	476	103	493	61	90	155	120	338	564	61	148	252	141	312	LT	LT	81	53
SUN.		11.30A	30	CBS	CC		98	97	B	3.7	15	282	1352	547	157	576	101	199	213	108	329	586	132	275	284	94	251	78	25	112	59



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1980 REPORT

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11	
WEEKEND DAYTIME CONT'D																												
FLASH GORDON (B)						134		A	2.8	13	214	1093^	84v 84v		84v 84v	84v 84v	LT	LT		382^	318^	318^	302^	LT	LT	61v 61v	566^ 402^	
2 SAT. 12.30P 30 NBC CA						70																						
FLASH GORDON						1	168	A	5.0	19	382	1429	255^121v		318^183^	220^150v	45v 98v				377^160v	227^107v	72v150v	124v 23v			610^ 435^	
1 SAT. 12.30P 30 NBC CA						89		B	5.0	19	382	1429	255 121		318 183	220 150	45 98				377 160	227 107	72 150	124 23			610 435	
FRED & BARNEY/SHMOO 1						19	200 197	A	5.7	26	435	1582	136^ 14v		136^ 35v	84^ 95^	41v 41v				193^ 62v	124^ 98^	45v 69v	119^ 59v			1134 757	
SAT. 9.00A 30 NBC CA						98	98	B	5.5	24	420	1690	225 90		284 144	191 130	56 74				145 71	106 91	14 29	151 51			1110 711	
FRED & BARNEY/SHMOO 2						19	200 197	A	6.6	28	504	1683	204^ 97^		271 155^	178^ 81^	47v 47v				137^ 64^	90^ 43v	13v 47v	128^ 73^			1147 806	
SAT. 9.30A 30 NBC CA						98	98	B	6.3	25	481	1683	241 89		292 164	202 123	52 71				158 81	105 85	14 37	161 59			1072 686	
FRED & BARNEY/SHMOO 3						19	200 197	A	6.8	29	519	1590	176^ 88^		261 151^	180^ 97^	36v 36v				153^ 65^	108^ 68^	12v 45v	124^ 86^			1052 723	
SAT. 10.00A 30 NBC CA						98	98	B	6.4	25	488	1640	237 88		288 165	213 134	38 51				190 90	118 86	28 53	190 78			972 626	
GODZILLA						2	174 150	A	4.4	20	336	1324	235^ 78v		235^119^	143^119^	51v 92v				179^122^	122^ 65v	36v 57v	193^ 89v			717 447	
SAT. 12.00N 30 NBC CA						90	76	B	4.4	20	336	1324	235 78		235 119	143 119	51 92				179 122	122 65	36 57	193 89			717 447	
GREATEST SUPERFRIENDS-1						30	191 194	A	4.5	31	343	1749	304^ 58v		371 219^	233^114^	56v138^				188^149^	149^114^	LT 39v	138^ 84v			1052 690	
SAT. 8.00A 30 ABC CA						98	98	B	4.1	28	313	1557	272 82		282 155	202 181	25 47				156 80	125 98	LT 25	148 35			971 599	
GREATEST SUPERFRIENDS-2						30	191 194	A	6.9	38	526	1730	197^ 84^		259 137^	159^100^	40v 76^				175^121^	121^ 85^	22v 36v	134^ 68^			1162 726	
SAT. 8.30A 30 ABC CA						98	98	B	5.8	29	443	1603	251 78		263 138	191 165	26 55				160 84	125 94	15 26	166 60			1014 617	
IN THE NEWS- 8.26AM						30	191 190	A	4.2	26	320	1384	109^ LT		109^ 37v	87v 75v	22v 22v				122^ 38v	38v 54v	68v 68v	312^ 41v			841 397	
SAT. 8.26A 3 CBS CN						99	99	B	4.3	27	328	1442	200 79		238 153	193 140	19 33				205 125	156 127	28 41	103 48			896 491	
IN THE NEWS- 8.56AM						30	191 190	A	5.5	28	420	1505	231^ 59v		234^ 69v	176^155^	45v 58v				144^ 42v	48v 54v	81^ 90^	226^ 34v			901 484	
SAT. 8.56A 3 CBS CN						99	99	B	6.1	30	465	1490	241 94		280 157	219 158	24 49				208 129	159 129	25 35	135 57			867 476	
IN THE NEWS 9.26AM						30	202 202	A	7.6	32	580	1522	231 52v		233 122^	169^107^	45v 64^				249 93^	112^ 80^	63^134^	232 95^			808 444	
SAT. 9.26A 3 CBS CN						99	99	B	8.7	36	664	1583	255 108		309 176	241 165	38 55				264 152	198 133	24 54	200 95			810 454	
IN THE NEWS- 9.59AM						30	202 202	A	8.8	37	671	1493	275 62^		337 154^	198 100^	75^134^				239 100^	166^134^	46^ 66^	192 38v			725 424	
SAT. 9.59A 3 CBS CN						99	99	B	10.4	40	794	1635	278 120		342 211	278 184	31 49				288 162	216 161	22 50	227 102			778 438	
IN THE NEWS-11.56AM						30	191 192	A	5.3	24	404	1829	392 231^		516 201^	329 267^	104^152^				337 207^	234^ 91^	59v103^	302 187^			674 342	
SAT. 11.56A 3 CBS CN						98	98	B	7.4	28	565	1575	323 128		397 227	305 192	27 73				294 140	203 143	30 74	259 125			625 344	
IN THE NEWS 12.26PM						29	168 169	A	4.0	18	305	1613	292^ 76v		371^175^	255^224^	74v 95v				359^206^	261^147^	69v 98v	246^134^			637 345^	
SAT. 12.26P 3 CBS CN						92	92	B	5.8	21	443	1570	317 118		394 194	271 183	35 98				321 146	216 154	34 92	224 95			631 357	
IN THE NEWS 12.56PM						28	154 158	A	4.7	20	359	1696	460 170^		482 244^	319^203^	100^143^				394 226^	299^187^	95^ 95^	166^148^			654 323^	
SAT. 12.56P 3 CBS CN						81	91	B	6.5	23	496	1630	352 122		421 232	302 201	44 96				336 160	248 171	34 78	231 116			642 356	
IN THE NEWS- 1.26PM						28	154 158	A	5.5	23	420	1419	368 58v		382 155^	237^193^	111^145^				320 205^	225^131^	70v 95^	234^118^			483 266^	
SAT. 1.26P 3 CBS CN						81	91	B	6.4	22	488	1552	378 121		440 230	317 214	45 100				349 163	250 179	43 83	223 104			540 321	
IN THE NEWS- 8.26AM-SUN.						30	41 42	A	1.1	10	84	LT	LT LT		LT LT	LT LT	LT LT				LT LT	LT LT	LT LT	LT LT			LT LT	
SUN. 8.26A 3 CBS CN						34	35	B	1.0	10	76	LT	LT LT		LT LT	LT LT	LT LT				LT LT	LT LT	LT LT	LT LT			LT LT	
IN THE NEWS 8.56AM-SUN.						27	39 39	A	1.4	10	107	LT	LT LT		LT LT	LT LT	LT LT				LT LT	LT LT	LT LT	LT LT			LT LT	
SUN. 8.56A 3 CBS CN						34	34	B	1.3	9	99	LT	LT LT		LT LT	LT LT	LT LT				LT LT	LT LT	LT LT	LT LT			LT LT	
IN THE NEWS-10.56AM						30	189 190	A	6.4	28	488	1602	372 53v		417 166^	222^124^	97^195^				338 165^	298 218^	40v 40v	125^ LT			722 330	
SAT. 10.56A 3 CBS CN						97	98	B	8.5	32	649	1667	307 135		379 229	292 173	34 74				300 155	230 173	25 52	232 117			756 400	

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1980 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11					
														TOTAL	18- 34	18- 49		25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+					
WEEKEND DAYTIME CONT'D																															
IN THE NEWS-11.26AM						30	189	190	A	5.5	26	420	1695	433	131	495	219	312	207	105	151	286	151	186	103	32	100	238	36	676	284
SAT. 11.26A 3 CBS CN						97	98	B	8.2	31	626	1628	319	135	397	230	296	176	34	83	292	145	210	152	31	70	238	116	701	377	
INT'L CHAMPIONSHIP BOXING						11	179	176	A	6.9	22	526	1740	445	63	445	129	245	190	45	177	946	321	541	491	106	339	198	84	151	73
SUN. 3.00P 90 ABC SE						93	91	B	9.0	25	687	1619	432	154	462	180	285	236	70	135	884	326	580	512	120	247	129	44	144	95	
3.00 - 3.30								A	6.3	21	481	1836	486	64	489	131	261	182	59	217	971	296	496	471	94	382	211	79	165	93	
3.30 - 4.00								A	6.8	21	519	1750	446	46	446	126	236	172	38	192	966	318	551	518	98	354	188	72	150	73	
4.00 - 4.30								A	7.6	23	580	1647	404	74	407	130	232	201	44	137	908	343	572	486	122	290	188	93	144	59	
ISSUES AND ANSWERS						26	179	181	A	3.3	16	252	1075	381	119	420	48	210	190	111	210	523	56	159	176	122	336	56	LT	76	76
SUN. 12.00N 30 ABC CC						96	97	B	3.4	13	259	1222	467	121	515	126	236	200	86	251	523	122	225	245	94	243	66	31	118	79	
JASON OF STAR COMMAND						13	39	39	A	1.3	9	99	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN. 8.30A 30 CBS CL						34	34	B	1.1	8	84	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
JETSONS						2	195	177	A	4.7	22	359	1649	283	136	350	206	225	153	61	61	244	50	78	98	56	118	346	170	709	532
SAT. 11.00A 30 NBC CA						95	82	B	4.7	22	359	1649	283	136	350	206	225	153	61	61	244	50	78	98	56	118	346	170	709	532	
JONNY QUEST						2	184	168	A	4.7	22	359	1415	201	109	282	149	184	146	47	61	325	113	138	112	27	147	248	102	560	356
SAT. 11.30A 30 NBC CA						93	81	B	4.7	22	359	1415	201	109	282	149	184	146	47	61	325	113	138	112	27	147	248	102	560	356	
KIDS ARE PEOPLE TOO II						29	116	121	A	2.9	15	221	1955	453	159	543	281	357	162	32	186	434	158	326	305	LT	108	109	36	869	512
SUN. 10.30A 30 ABC CL						82	84	B	3.4	15	259	1615	365	142	431	234	328	236	27	80	361	195	292	211	28	58	190	73	633	363	
KIDS ARE PEOPLE TOO III						29	116	121	A	2.7	15	206	1505	262	116	316	111	190	118	28	126	345	190	277	247	LT	68	217	136	627	370
SUN. 11.00A 30 ABC CL						82	84	B	3.8	16	290	1567	345	133	420	233	317	213	34	83	360	185	288	221	34	64	195	82	592	344	
MASTERS GOLF TOURN.-SAT(S)						181			A	5.5	16	420	1369	441	60	460	161	195	207	160	225	732	151	364	423	171	274	79	31	98	82
1 SAT. 4.00P 120 CBS SE						99			A	4.9	16	374	1184	388	88	409	150	188	192	171	195	657	123	317	363	191	249	LT	LT	118	82
4.00 - 4.30								A	5.0	15	382	1372	410	68	413	170	185	193	153	197	681	126	323	392	170	257	84	53	194	155	
4.30 - 5.00								A	5.6	16	427	1471	431	54	459	145	186	190	159	234	749	175	407	435	162	277	155	73	108	108	
5.00 - 5.30								A	6.4	17	488	1426	511	35	531	182	213	238	155	261	829	178	403	491	173	308	66	LT	LT	LT	
5.30 - 6.00								A	6.7	18	511	1597	476	154	615	180	276	297	170	274	813	222	382	358	217	381	43	12	126	84	
MASTERS GOLF TOURN. SUN(S)						191			A	5.1	15	389	1915	519	219	611	251	351	416	107	172	938	270	479	473	197	369	75	LT	291	239
1 SUN. 3.30P 150 CBS SE						99			A	6.3	17	481	1807	565	177	714	201	315	356	175	309	823	199	349	304	235	423	74	11	196	148
3.30 - 4.00								A	7.4	20	565	1547	486	119	615	149	239	271	184	308	795	233	371	343	225	381	37	14	100	58	
4.00 - 4.30								A	7.6	19	580	1436	434	132	580	178	267	262	160	258	784	218	392	359	216	361	24	15	48	15	
5.00 - 5.30								A	7.2	17	549	1370	388	155	549	142	223	215	196	282	746	189	330	330	211	372	23	13	52	16	
5.30 - 6.00								A	5.0	23	382	1277	490	100	490	76	110	193	91	286	710	131	274	319	144	391	28	LT	49	LT	
MEET THE PRESS						30	183	181	B	4.4	17	336	1461	551	164	593	126	220	212	95	324	679	161	330	347	114	286	87	24	102	51
SUN. 12.30P 30 NBC CC						95	95																								
MIGHTY MOUSE HECKL JECKL1						30	191	190	A	3.9	26	298	1302	111	LT	111	28	88	73	23	23	121	41	41	47	74	74	207	73	863	414
SAT. 8.00A 30 CBS CA						99	99	B	3.8	26	290	1451	205	75	237	141	182	145	20	38	199	113	143	120	26	41	96	48	919	512	
MIGHTY MOUSE-HECKL JECKL2						30	192	190	A	5.2	27	397	1521	222	58	222	61	168	152	42	54	127	34	39	47	71	80	214	29	958	498
SAT. 8.30A 30 CBS CA						99	99	B	5.4	28	412	1498	233	91	270	151	210	153	24	48	204	123	156	129	26	38	126	56	898	495	
NBA PLAYOFF GAME SUN						3	185	186	A	6.7	25	511	1440	256	133	329	127	225	171	58	80	857	379	562	467	129	250	116	19	138	84
1 SUN. 1.00P 135 CBS SE						97	98	B	6.9	27	526	1569	341	176	408	125	243	224	71	128	921	394	612	506	138	253	126	15	114	76	
2 SUN. 1.00P 150								A	6.1	25	465	1351	199	107	240	88	159	119	73	81	844	365	554	464	136	257	166	52	101	56	
1.00 - 1.30																															
CONT'D																															



FOR EXPLANATION OF SYMBOLS, SEE PAGE A

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1		WK 2		KEY		AVG. AUD. %		AVG. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK- OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK- OF ING. HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2									TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKEND DAYTIME CONT'D																																	
TIME OUT-9:45AM																																	
SAT. 9.45A 2 NBC CN 98 98																																	
TIME OUT-10:58AM																																	
SAT. 10.58A 2 NBC CN 97 97																																	
TIME OUT-11:58AM																																	
SAT. 11.58A 2 NBC CN 94 80																																	
TOURN. OF CHAMPIONS-SAT.(S)																																	
2 SAT. 4.00P 120 NBC SE 171 90																																	
4.00 - 4.30																																	
4.30 - 5.00																																	
5.00 - 5.30																																	
5.30 - 6.00																																	
TOURN. OF CHAMPIONS-SUN.(S)																																	
2 SUN. 4.00P 120 NBC SE 186 95																																	
4.00 - 4.30																																	
4.30 - 5.00																																	
5.00 - 5.30																																	
5.30 - 6.00																																	

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. MON. APR. 7, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE households (000) & %					23,730 31.1					24,030 31.5						
ABC TV					THAT'S INCREDIBLE (OP)				ABC MONDAY NIGHT MOVIE HIGH PLAINS DRIFTER (9:00-10:55PM)(R)(SUS)(OP)							
AVERAGE AUDIENCE households (000) & %					19,910 26.1	24.2*	28.0*		16,100 21.1	19.8*	21.1*		22.4*		21.1*	
SHARE OF AUDIENCE %					39	37 *	41 *		34	29 *	32 *		38 *		38 *	
VG. AUD. BY 1/4 HR. %					23.0	25.4	28.2	27.8	19.8	19.9	20.8	21.4	22.5	22.3	21.8	20.0
TOTAL AUDIENCE households (000) & %					13,730 18.0	10,910 14.3		20,680 27.1		19,610 25.7		17,930 23.5				
CBS TV					WKRP IN CINCINNATI (R)		STOCKARD CHANNING SHOW (OP)		M*A*S*H (R)		FLO		LOU GRANT (R)			
AVERAGE AUDIENCE households (000) & %					11,900 15.6	10,150 13.3		18,080 23.7		17,550 23.0		14,420 18.9		19.0*		18.7*
SHARE OF AUDIENCE %					24	20		35		35		33		32 *		34 *
VG. AUD. BY 1/4 HR. %					15.4	15.8	13.0	13.6	22.6	24.8	23.0	23.1	19.3	18.6	18.6	18.9
TOTAL AUDIENCE households (000) & %					14,880 19.5					17,320 22.7						
NBC TV					LITTLE HOUSE-PRAIRIE (R)(OP)				OLDEST LIVING GRADUATE							
AVERAGE AUDIENCE households (000) & %					12,130 15.9	15.6*	16.3*		9,770 12.8	14.3*	12.7*		12.6*		11.8*	
SHARE OF AUDIENCE %					24	24 *	24 *		21	21 *	19 *		21 *		21 *	
TOTAL AUDIENCE households (000) & %					26,320 34.5	26.7	26.1	26.5	41,810 54.8	33.4	32.7	32.7	32.1	32.1	31.7	31.8
BC TV					OLIVIA NEWTON-JOHN (OP)				ACADEMY AWARDS (OP)							
AVERAGE AUDIENCE households (000) & %					20,070 26.3	24.8*	27.8*		25,710 33.7	32.2*	36.1*		36.6*		35.2*	
SHARE OF AUDIENCE %					39	37 *	41 *		55	46 *	52 *		55 *		55 *	
VG. AUD. BY 1/4 HR. %					24.2	25.4	27.8	27.8	31.2	33.2	36.1	36.1	37.3	35.9	35.4	34.9
TOTAL AUDIENCE households (000) & %					17,240 22.6	15,340 20.1		18,390 24.1		16,330 21.4		14,120 18.5				
BS TV					WKRP IN CINCINNATI (R)		STOCKARD CHANNING SHOW (OP)		M*A*S*H (R)		FLO		LOU GRANT (R)			
AVERAGE AUDIENCE households (000) & %					15,180 19.9	13,730 18.0		16,250 21.3		14,420 18.9		11,140 14.6		14.8*		14.3*
SHARE OF AUDIENCE %					30	26		30		27		24		23 *		24 *
VG. AUD. BY 1/4 HR. %					19.1	20.7	17.6	18.5	20.1	22.5	18.6	19.2	14.4	15.2	14.8	13.8
TOTAL AUDIENCE households (000) & %					14,800 19.4									11,060 14.5		
BC TV					LITTLE HOUSE PRAIRIE (R)(OP)								BUFFALO SOLDIERS (R)			
AVERAGE AUDIENCE households (000) & %					8,550 11.2	11.4*	11.6*		11.4*		10.3*		10.9	10.8*	11.1*	
SHARE OF AUDIENCE %					16	17 *	17 *		16 *		15 *		18	17 *	19 *	
VG. AUD. BY 1/4 HR. %					11.6	11.2	11.5	11.8	11.7	11.0	10.7	9.9	10.7	10.9	11.0	11.2
OLDS USING TV WK. 1	57.7	59.0	60.2	62.2	64.1	65.9	67.2	68.0	67.3	67.7	66.3	64.3	60.5	58.3	56.7	53.4
Def. 1) WK. 2	60.2	62.3	63.8	65.3	66.6	67.7	68.7	69.9	71.0	71.9	71.2	70.0	65.6	62.7	60.3	57.9

Households: 76,300,000

For explanation of symbols, See page A

EVE. MON. APR. 14, 1980



# NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.TUE. APR.8, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
AL AUDIENCE holds (000) & %					17,170 22.5		16,710 21.9		17,090 22.4		12,670 16.6		14,500 19.0					
BC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		HART TO HART					
ERAGE AUDIENCE holds (000) & %					15,180 19.9		15,030 19.7		14,800 19.4		11,450 15.0		12,130 15.9		15.6*	16.2*		
RE OF AUDIENCE %					32		31		29		23		26		25 *	27 *		
3. AUD. BY 1/4 HR. %					19.6	20.1	19.2	20.1	19.0	19.9	15.3	14.8	15.3	15.9	16.5	16.0		
AL AUDIENCE holds (000) & %					19,610 25.7				30,290 39.7									
BS TV					WHITE SHADOW (R)(OP)					CBS TUESDAY NIGHT MOVIES THE GAMBLER								
ERAGE AUDIENCE holds (000) & %					15,570 20.4	18.3*		22.5*	23,880 31.3	28.5*		31.7*		33.3*		31.6*		
RE OF AUDIENCE %					32	29 *		35 *	50	43 *		49 *		54 *		53 *		
3. AUD. BY 1/4 HR. %					17.6	19.1	22.3	22.6	27.4	29.5	31.4	32.1	33.5	33.2	32.2	31.1		
AL AUDIENCE holds (000) & %					12,970 17.0		17,090 22.4						6,560 8.6		6,100 8.0			
BC TV					SANFORD (B)				BIG SHOW (OP)				UNITED STATES UNITED STATES (B)					
ERAGE AUDIENCE holds (000) & %					11,670 15.3		9,610 12.6	12.8*		12.2*		12.7*	5,880 7.7		5,260 6.9			
RE OF AUDIENCE %					25		19	20 *		18 *		20 *	12		12			
AL AUDIENCE holds (000) & %					17,630 23.1		16,400 21.5		18,620 24.4		15,410 20.2		15,640 20.5					
BC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		HART TO HART (R)					
ERAGE AUDIENCE holds (000) & %					15,110 19.8		15,490 20.3		16,860 22.1		14,190 18.6		11,750 15.4		15.3*	15.6*		
RE OF AUDIENCE %					33		32		34		29		26		25 *	27 *		
3. AUD. BY 1/4 HR. %					18.6	21.1	19.8	20.8	22.1	22.1	18.6	18.6	15.5	15.1	15.5	15.7		
AL AUDIENCE holds (000) & %					16,560 21.7				28,610 37.5									
BS TV					WHITE SHADOW (R)(OP)					GUYANA TRAGEDY PART 1 THE STORY OF JIM JONES								
ERAGE AUDIENCE holds (000) & %					12,970 17.0	16.1*		18.0*	22,050 28.9	26.4*		29.0*		30.2*		30.0*		
RE OF AUDIENCE %					28	27 *		28 *	46	40 *		45 *		49 *		52 *		
3. AUD. BY 1/4 HR. %					15.8	16.3	17.5	18.6	25.5	27.4	28.5	29.5	30.0	30.4	30.7	29.2		
AL AUDIENCE holds (000) & %					15,260 20.0				12,890 16.9							6,260 8.2		
BC TV					SANFORD (B) (OP)					BIG SHOW							UNITED STATES	
ERAGE AUDIENCE holds (000) & %					11,670 15.3	15.2*		15.4*	8,390 11.0	10.6*		11.4*		11.1*		5,110 6.7		
RE OF AUDIENCE %					25	25 *		24 *	17	16 *		18 *		18 *		12		
3. AUD. BY 1/4 HR. %					14.8	15.6	15.7	15.2	10.7	10.5	11.5	11.3	12.0	10.2	7.2	6.1		
HOLDS USING TV e Def. 1)	WK. 1	57.9	59.6	61.1	61.1	61.5	63.1	63.2	64.4	65.7	66.3	65.3	64.3	62.6	61.8	60.3	58.8	
	WK. 2	54.6	57.5	57.9	58.2	59.0	61.6	62.7	63.7	65.3	65.8	65.0	65.0	62.9	61.0	58.9	56.2	

V Households: 76,300,000

For explanation of symbols, See page A.

EVE.TUE. APR.15, 1980

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.WED. APR.9, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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AL AUDIENCE holds (000) & %	18,620 24.4				16,630 21.8				15,260 20.0							
BC TV	EIGHT IS ENOUGH				CHARLIE'S ANGELS (R)(OP)				VEGA\$ (R)							
RAGE AUDIENCE holds (000) & %	15,110 19.8				12,440 16.3				12,670 16.6							
RE OF AUDIENCE %	31 18.7*				26 15.4*				28 16.7*				28 16.5*			
AUD. BY ¼ HR. %	18.0 19.3 20.7 21.2				15.2 15.5 17.0 17.4				16.6 16.7 16.7 16.2							

AL AUDIENCE holds (000) & %	14,420 18.9				24,640 32.3											
BS TV	BOY NAMED CHARLIE BROWN (R)(OP)				NURSE											
RAGE AUDIENCE holds (000) & %	10,610 13.9				18,540 24.3											
RE OF AUDIENCE %	22 14.0*				39 23.0*				41 25.4*				41 24.2*			
AUD. BY ¼ HR. %	14.1 13.9 13.8 13.8				22.8 23.1 24.7 24.9				25.4 25.4 24.9 23.4							

AL AUDIENCE holds (000) & %	22,810 29.9				17,550 23.0				12,970 17.0				12,740 16.7			
BC TV	REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)				ME AND MAXX (B)				HELLO, LARRY			
RAGE AUDIENCE holds (000) & %	19,000 24.9				16,020 21.0				11,600 15.2				11,140 14.6			
RE OF AUDIENCE %	39 24.3*				33 21.0				24 15.2				23 14.6			
AUD. BY ¼ HR. %	16.7 17.1 18.5 20.2				27.3 28.9 30.7 31.9				33.4 33.7 34.4 33.2							

AL AUDIENCE holds (000) & %	18,620 24.4				29,450 38.6											
BS TV	BODY HUMAN: BODY BEAUTIFUL (OP)				GUYANA TRAGEDY PART 2 THE STORY OF JIM JONES											
RAGE AUDIENCE holds (000) & %	13,810 18.1				24,190 31.7											
RE OF AUDIENCE %	29 16.9*				50 28.1*				47 31.3*				53 33.6*			
AUD. BY ¼ HR. %	16.7 17.1 18.5 20.2				27.3 28.9 30.7 31.9				33.4 33.7 34.4 33.2							

AL AUDIENCE holds (000) & %	18,770 24.6				14,190 18.6				9,840 12.9							
BC TV	REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)				ROCKFORD FILES(B) (R)							
RAGE AUDIENCE holds (000) & %	14,650 19.2				11,060 14.5				7,020 9.2							
RE OF AUDIENCE %	31 19.0*				22 14.7*				15 9.5*				15 8.9*			
AUD. BY ¼ HR. %	18.5 19.6 19.4 19.1				14.5 14.9 14.8 14.0				10.0 9.1 8.5 9.2							

OLDS USING TV Def. 1)	WK. 1	58.2	60.1	59.6	60.0	61.9	63.7	64.6	65.2	64.2	64.0	63.5	63.3	62.1	61.8	59.6	57.1
	WK. 2	53.1	55.7	55.1	57.0	58.7	60.8	63.1	64.3	64.9	65.6	66.2	65.7	64.0	62.7	61.0	58.6

V Households: 76,300,000

For explanation of symbols, See page A.

EVE.WED. APR.16, 1980



# NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.THU. APR.10, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
APR. 10, 1980																	
TOTAL AUDIENCE holds (000) & %					14,950 19.6	15,410 20.2		15,870 20.8		12,740 16.7		17,700 23.2				20/20	
BC TV					MORK & MINDY (R)	BENSON (R)		BARNEY MILLER (R)		ASSOCIATES (OP)							
ERAGE AUDIENCE holds (000) & %					12,670 16.6	14,500 19.0		14,340 18.8		11,370 14.9		13,580 17.8				16.6*	
ARE OF AUDIENCE %					27	30		29		24		32				31 *	
G. AUD. BY ¼ HR. %					15.2	17.9	18.7	19.2	18.9	18.7	14.8	15.1	18.9	19.3	17.4	15.7	
TOTAL AUDIENCE holds (000) & %					17,630 23.1			17,240 22.6				12,670 16.6					
BS TV					PALMERSTOWN, U.S.A. (OP)				HAGEN (B)				CONTENDER				
ERAGE AUDIENCE holds (000) & %					14,190 18.6	18.0*	19.2*		13,660 17.9	17.5*	18.3*		10,380 13.6	13.9*	13.3*		
ARE OF AUDIENCE %					30	30 *	30 *		28	27 *	29 *		25	24 *	25 *		
G. AUD. BY ¼ HR. %					17.7	18.3	19.2	19.2	17.4	17.5	18.7	17.9	14.1	13.7	13.4	13.2	
TOTAL AUDIENCE holds (000) & %					15,640 20.5			17,010 22.3				15,490 20.3					
BC TV					BUCK ROGERS-25TH CENTURY (R)(OP)				QUINCY, M.E. (R)				ROCKFORD FILES (R)				
ERAGE AUDIENCE holds (000) & %					11,980 15.7	15.0*	16.4*		13,200 17.3	16.9*	17.8*		12,360 16.2	15.9*	16.5*		
ARE OF AUDIENCE %					25	25 *	26 *		28	26 *	29 *		29	28 *	31 *		
G. AUD. BY ¼ HR. %					14.5	15.5	16.3	16.6	16.6	17.0	18.0	17.5	15.8	16.1	16.6	16.9	
TOTAL AUDIENCE holds (000) & %					14,190 18.6	15,490 20.3		16,020 21.0		12,890 16.9		18,770 24.6					
BC TV					MORK & MINDY (R)	BENSON (R)		BARNEY MILLER (R)		ASSOCIATES (OP)		20/20					
ERAGE AUDIENCE holds (000) & %					11,900 15.6	14,420 18.9		14,340 18.8		11,900 15.6		15,180 19.9				20.3*	
ARE OF AUDIENCE %					27	30		31		26		38				39 *	
G. AUD. BY ¼ HR. %					14.0	17.1	18.4	19.3	18.8	18.9	15.9	15.3	18.5	20.3	20.5	20.1	
TOTAL AUDIENCE holds (000) & %					17,090 22.4			14,950 19.6				12,820 16.8					
BS TV					PALMERSTOWN, U.S.A. (OP)				HAGEN (B)				CONTENDER				
ERAGE AUDIENCE holds (000) & %					13,430 17.6	17.0*	18.3*		11,830 15.5	15.5*	15.5*		9,690 12.7	12.6*	12.7*		
ARE OF AUDIENCE %					29	29 *	29 *		26	25 *	26 *		24	23 *	25 *		
G. AUD. BY ¼ HR. %					16.5	17.4	18.0	18.6	15.6	15.5	15.6	15.4	13.0	12.3	12.7	12.8	
TOTAL AUDIENCE holds (000) & %					14,880 19.5			16,400 21.5				14,120 18.5					
BC TV					BUCK ROGERS-25TH CENTURY (R)(OP)				QUINCY, M.E. (R)				ROCKFORD FILES (R)				
ERAGE AUDIENCE holds (000) & %					11,600 15.2	14.6*	15.8*		13,350 17.5	16.8*	18.2*		10,760 14.1	14.4*	13.8*		
ARE OF AUDIENCE %					25	25 *	25 *		29	27 *	31 *		27	27 *	27 *		
G. AUD. BY ¼ HR. %					14.1	15.0	15.9	15.7	16.2	17.3	18.3	18.1	14.5	14.2	13.6	14.1	
OLDS USING TV WK. 1	53.2	54.8	55.9	58.4	59.1	62.4	64.1	64.5	63.9	63.7	62.7	61.6	57.7	56.8	54.1	51.9	
Def. 1) WK. 2	51.9	54.0	54.0	55.3	56.3	60.2	61.7	62.9	61.7	61.4	59.4	58.4	54.2	53.5	52.1	51.2	

Households: 76,300,000

For explanation of symbols, See page A.

EVE.THU. APR.17, 1980

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.FRI. APR.11, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
APR 11, 1988																
ABC TV																
TOTAL AUDIENCE Households (000) & %	13,580 17.8				20,680 27.1											
PROGRAM	WHEN THE WHISTLE BLOWS (OP)								ABC FRIDAY NIGHT MOVIE THE COMEBACK KID							
AVERAGE AUDIENCE Households (000) & %	9,610 12.6				13,890 18.2											
SHARE OF AUDIENCE (%)	22				30											
VG. AUD. BY 1/4 HR.	11.7				15.1											
CBS TV																
TOTAL AUDIENCE Households (000) & %	16,940 22.2				20,220 26.5				16,480 21.6							
PROGRAM	INCREDIBLE HULK (OP)				DUKES OF HAZZARD (R)				DALLAS (R)							
AVERAGE AUDIENCE Households (000) & %	13,280 17.4				17,090 22.4				12,670 16.6				16.3*			
SHARE OF AUDIENCE (%)	31				37				28				28 *			
VG. AUD. BY 1/4 HR.	15.7				20.8				17.2				16.2			
ABC TV																
TOTAL AUDIENCE Households (000) & %	13,050 17.1				12,210 16.0				10,000 13.1				10,830 14.2			
PROGRAM	HERE'S BOOMER				FACTS OF LIFE (OP)				DOBERMANS				SHERIFF LOBO (B)			
AVERAGE AUDIENCE Households (000) & %	11,370 14.9				11,140 14.6				7,630 10.0				9,080 11.9			
SHARE OF AUDIENCE (%)	27				25				17				20			
VG. AUD. BY 1/4 HR.	14.4				14.3				9.7*				12.0*			
ABC TV																
TOTAL AUDIENCE Households (000) & %	18,160 23.8				18,620 24.4											
PROGRAM	THAT'S INCREDIBLE! SPEC (R)(OP)								ABC FRIDAY NIGHT MOVIE THE IVORY APE							
AVERAGE AUDIENCE Households (000) & %	14,040 18.4				11,370 14.9				13.8*				15.9*			
SHARE OF AUDIENCE (%)	34				27				24 *				30 *			
VG. AUD. BY 1/4 HR.	17.1				19.4				13.7				16.2			
CBS TV																
TOTAL AUDIENCE Households (000) & %	14,500 19.0				20,600 27.0				16,860 22.1							
PROGRAM	INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)				DALLAS (R)							
AVERAGE AUDIENCE Households (000) & %	11,450 15.0				17,010 22.3				13,660 17.9				17.8*			
SHARE OF AUDIENCE (%)	28				39				40 *				33 *			
VG. AUD. BY 1/4 HR.	13.9				21.3				23.0				18.3			
ABC TV																
TOTAL AUDIENCE Households (000) & %	10,380 13.6				17,320 22.7											
PROGRAM	HERE'S BOOMER (R)(OP)								NBC FRIDAY NIGHT MOVIE HUMAN EFF. INGS (R)							
AVERAGE AUDIENCE Households (000) & %	7,780 10.2				9,160 12.0				10.8*				13.1*			
SHARE OF AUDIENCE (%)	19				22				19 *				24 *			
VG. AUD. BY 1/4 HR.	10.1				10.7				10.8				13.4			
HOLDS USING TV (See Def. 1)																
WK. 1	50.3	51.7	53.6	54.5	55.1	56.6	57.4	57.7	58.5	60.3	61.2	61.4	60.3	59.8	59.0	57.9
WK. 2	44.0	45.6	47.6	51.1	52.5	53.1	54.4	55.5	56.0	56.2	56.8	57.1	55.1	54.6	54.3	52.8

TV Households 76,300,000

For explanation of symbols, See page A

EVE.FRI. APR.18, 1980

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SAT. APR.12, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE {		11,670		11,520		19,610				17,010			
Households (000) & %		15.3		15.1		25.7				22.3			
BC TV		ANGIE		GOODTIME GIRLS		LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
AVERAGE AUDIENCE {		9,230		9,840		15,720				13,810			
Households (000) & %		12.1		12.9		20.6 20.1* 21.0*				18.1 18.0* 18.2*			
SHARE OF AUDIENCE %		22		23		35 35* 36*				33 32* 34*			
PERG. AUD. BY 1/4 HR. %		11.9 12.3		12.1 13.7		19.5 20.8 21.0 21.1				17.6 18.4 18.1 18.3			

TOTAL AUDIENCE Households (000) & %		{		20,600 27.0				23,500 30.8																																											
				TIM CONWAY SHOW (OP)								MAGNUM FORCE (9:00-11:23PM)(R)(OP)																																							
AVERAGE AUDIENCE Households (000) & %		{		14,730 19.3				18.6*				19.9*				15,640 20.5				17.3*				18.6*				22.2*				22.8*																			
SHARE OF AUDIENCE %				34				34 *				35 *				37				30 *				32 *				40 *				42 *																			
PERG. AUD. BY 1/4 HR. %				17.7				19.4				20.3				19.5				16.8				17.7				18.2				18.9				21.5				22.8				22.9				22.8			

TOTAL AUDIENCE Households (000) & %														10,000 13.1		SNEAK PREVIEW OSCAR RACE (10:05-11:05PM)			
NBC MAJOR LEAGUE BASEBALL LOS ANGELES VS HOUSTON (4:20-10:05PM)(-OP)																			
AVERAGE AUDIENCE Households (000) & %														6,710					
SHARE OF AUDIENCE %														8.8		9.0*		8.6*	
PERG. AUD. BY 1/4 HR. %														16		16 *		16 *	
														9.8		8.5		8.4	
														13.7		13.7		13.7	
														13.7		13.7		13.7	
														14.6		13.7		13.7	
														13.7		13.7		13.7	
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														13.7		13.7			

TOTAL AUDIENCE Households (000) & %	{				7,860 10.3			8,470 11.1			15,870 20.8			15,950 20.9				
BC TV	{				ANGIE			GOODTIME GIRLS			LOVE BOAT (OP)			FANTASY ISLAND (R)				
AVERAGE AUDIENCE Households (000) & %	{				6,640 8.7			7,400 9.7			13,200 17.3	16.5*	18.0*	12,820 16.8	16.1*	17.5*		
SHARE OF AUDIENCE %	{				17			18			30	29 *	31 *	31	29 *	33 *		
PERG. AUD. BY 1/4 HR. %	{				9.1	8.3	9.0	10.5			15.3	17.7	18.0	18.1	15.8	16.5	17.3	17.6

TOTAL AUDIENCE Households (000) & %	{				17,010 22.3			19,300 25.3														
BS TV					← TIM CONWAY SHOW (OP)		→				← CELEBRITY CHALLENGE-SEXES		→									
AVERAGE AUDIENCE Households (000) & %	{				12,510 16.4	16.5*			11,600 15.2	13.4*			14.0*			16.6*			17.0*			
SHARE OF AUDIENCE %	{				31 15.7	32 * 17.2			30 * 15.7	27 13.4	23 * 13.5			24 * 13.7			30 * 14.3	16.6	16.5	16.9	32 * 17.1	
PERG. AUD. BY 1/4 HR.	{				15.7	17.2	16.8	15.7	13.4	13.5	13.7	14.3	16.6	16.5	16.9	17.1						

TOTAL AUDIENCE Households (000) & %	{												19,460 25.5											12,820 16.8																										
IBC TV													B.J. AND THE BEAR (R)(OP)										PRIME TIME SATURDAY																											
AVERAGE AUDIENCE Households (000) & %	{												12,890 16.9	15.2*											17.2*	17.8*											17.4*	11.9	12.9*											10.8*
SHARE OF AUDIENCE %	{												30	29 *											32 *	31 *											30 *	22	24 *											21 *
PERG. AUD. BY 1/4 HR. %	{												14.2	16.3	16.8	17.6	17.8	17.8	17.7	17.2	13.7	12.1	11.1	10.6																										

HOLDS USING TV	WK. 1	51.5	53.2	54.2	55.2	54.7	56.0	56.9	57.3	57.6	58.3	58.3	58.8	56.2	55.0	54.4	53.8
See Def. 1)	WK. 2	41.0	44.0	46.7	49.2	51.3	53.2	53.4	54.7	56.9	58.7	59.1	58.6	55.4	53.8	52.9	52.0

TV Households: 76,300,000

For explanation of symbols, See page A.

EVE.SAT. APR.19, 1980



# NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SUN. APR.13, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
<b>ABC TV</b>	<b>ABC SUNDAY NIGHT MOVIE</b> PATTON (8:00-11:28PM)(R)															
TOTAL AUDIENCE (000) & %	11,900 15.6				25,480 33.4											
AVERAGE AUDIENCE (000) & %	9,380 12.3	11.5*		13.1*	14,420 18.9	17.0*	18.1*		20.3*		20.1*		19.4*		19.3*	
SHARE OF AUDIENCE %	19	19*		20*	31	26*	27*		30*		31*		33*		34*	
VG. AUD. BY 1/4 HR. %	11.2	11.7	12.5	13.7	16.6	17.5	17.8	18.4	20.5	20.2	20.2	20.0	19.7	19.2	19.3	19.3
<b>CBS TV</b>	<b>60 MINUTES</b> → <b>ARCHIE BUNKER'S PLACE</b> (R) → <b>ONE DAY AT A TIME</b> (OP) → <b>ALICE</b> (R) → <b>JEFFERSONS</b> → <b>TRAPPER JOHN, M.D.</b> (R)															
TOTAL AUDIENCE (000) & %	26,780 35.1				16,560 21.7	15,790 20.7			19,990 26.2	20,980 27.5			18,920 24.8			
AVERAGE AUDIENCE (000) & %	22,130 29.0	28.3*		29.7*	14,190 18.6	14,270 18.7			18,010 23.6	18,850 24.7			15,490 20.3	20.8*		19.8*
SHARE OF AUDIENCE %	46	46*		45*	28	28			35	38			35	35*		35*
VG. AUD. BY 1/4 HR. %	26.1	30.5	30.4	29.0	19.0	18.2	18.3	19.2	22.8	24.4	24.1	25.3	21.3	20.3	20.3	19.4
<b>NBC TV</b>	<b>DISNEY'S WONDERFUL WORLD</b> (DISNEY'S OSCAR WINNERS) → <b>CHIPS</b> (R)(OP) → <b>BIG EVENT</b> (COMING HOME) (9:00-11:34PM)(R)															
TOTAL AUDIENCE (000) & %	17,090 22.4				21,060 27.6				19,760 25.9							
AVERAGE AUDIENCE (000) & %	13,350 17.5	16.4*		18.5*	16,630 21.8	20.9*	22.8*		11,450 15.0	15.7*			15.2*	14.8*		14.6*
SHARE OF AUDIENCE %	28	27*		28*	33	32*	34*		25	23*			23*	25*		26*
VG. AUD. BY 1/4 HR. %	15.3	17.5	18.2	18.9	20.2	21.7	23.2	22.3	15.5	15.9	15.3	15.1	14.9	14.8	14.7	14.4
<b>BC TV</b>	<b>GALACTICA 1980</b> (OP) → <b>ABC SUNDAY NIGHT MOVIE</b> THE STING (8:00-10:43PM)(R)(SUS)(OP)															
TOTAL AUDIENCE (000) & %	11,450 15.0				28,080 36.8											
AVERAGE AUDIENCE (000) & %	8,770 11.5	10.1*		13.0*	19,000 24.9	22.6*	24.3*		25.5*		25.8*		26.7*			
SHARE OF AUDIENCE %	21	20*		23*	38	37*	37*		37*		38*		43*			
VG. AUD. BY 1/4 HR. %	9.1	11.1	12.2	13.8	21.7	23.4	23.9	24.6	25.3	25.7	25.8	25.8	26.8	26.5	23.9	
<b>BS TV</b>	<b>60 MINUTES</b> → <b>CARNIVAL OF THRILLS</b> (OP) → <b>ALICE</b> (R) → <b>JEFFERSONS</b>															
TOTAL AUDIENCE (000) & %	25,480 33.4				26,250 34.4								16,480 21.6		16,630 21.8	
AVERAGE AUDIENCE (000) & %	19,380 25.4	24.7*		26.1*	19,840 26.0	23.3*	25.8*		27.0*		27.9*		15,180 19.9		14,880 19.5	
SHARE OF AUDIENCE %	47	48*		46*	39	38*	39*		40*		41*		32		35	
VG. AUD. BY 1/4 HR. %	23.8	25.7	26.2	25.9	22.3	24.4	25.5	26.1	26.7	27.4	28.2	27.5	19.8	20.0	18.6	20.3
<b>BC TV</b>	<b>DISNEY'S WONDERFUL WORLD</b> SULTAN AND THE ROCK STAR → <b>CHIPS</b> (R)(OP) → <b>BEYOND AND BACK</b>															
TOTAL AUDIENCE (000) & %	12,890 16.9				15,640 20.5								13,730 18.0			
AVERAGE AUDIENCE (000) & %	9,540 12.5	11.2*		13.8*	9,770 12.8	12.5*	13.5*		12.8*		12.3*		10,300 13.5	13.1*		13.9*
SHARE OF AUDIENCE %	23	22*		24*	19	20*	20*		19*		18*		23	21*		25*
VG. AUD. BY 1/4 HR. %	10.2	12.2	13.5	14.1	12.3	12.6	13.1	14.0	12.9	12.6	12.4	12.1	13.4	12.9	13.6	14.1
<b>WOLDS USING TV</b> WK. 1	59.3	63.8	64.9	65.9	65.6	66.5	67.3	67.8	67.8	67.6	66.3	64.6	59.7	57.7	57.0	56.0
<b>Def. 1)</b> WK. 2	49.6	52.8	55.4	57.6	60.4	63.0	65.1	66.9	68.0	68.5	68.9	67.7	62.5	61.8	58.0	53.1

V Households: 76,300,000

For explanation of symbols, See page A.

EVE.SUN. APR.20, 1980

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
AL AUDIENCE holds (000) & %	{ 5,420 7.1 (1) ABC WEEKEND REPORT-SUN (11:28-11:43PM)								{ 8,390 11.0 ABC NEWS: NIGHTLINE M-TH (M-TH)>(OP)							
BC TV																
ERAGE AUDIENCE holds (000) & %	{ 5,110 6.7								{ 7,170 9.4							
RE OF AUDIENCE %	19								29							
AUD. BY ¼ HR. %	18.9	6.7	6.7						9.8	8.6						
AL AUDIENCE holds (000) & %	{ 7,320 9.6 CBS SUNDAY NEWS- BRADLEY								{ (OP)							
BS TV																
ERAGE AUDIENCE holds (000) & %	{ 7,020 9.2															
RE OF AUDIENCE %	18															
AUD. BY ¼ HR. %	9.2															
AL AUDIENCE holds (000) & %	{ 1,680 2.2 BIG EVENT COMING HOME (9:00-11:34PM)(R)								{ 9,000 11.8 NBC LATE NIGHT MOVIE (12:06-1:50AM)(-OP)							
BC TV																
ERAGE AUDIENCE holds (000) & %	{ 920 1.2 1.0*								{ 5,190 6.8 8.7* 26 26 *							
RE OF AUDIENCE %	8 5 *								27 *							
AUD. BY ¼ HR. %	14.6	14.8	13.3		1.2	.9	1.0		8.9	7.8	7.3	6.3	5.1	3.8	2.9	2.1
AL AUDIENCE holds (000) & %	{ 5,110 6.7 ABC WEEKEND REPORT-SUN								{ 6,100 8.0 ABC NEWS: NIGHTLINE M-TH (M-TH)>(OP)(-OP)							
BC TV																
ERAGE AUDIENCE holds (000) & %	{ 5,040 6.6								{ 5,570 7.3							
RE OF AUDIENCE %	15								26							
AUD. BY ¼ HR. %	6.6								8.1							
AL AUDIENCE holds (000) & %	{ 6,260 8.2 CBS SUNDAY NEWS BRADLEY								{ 7,320 9.6 LATE MOVIE I (M-TH)>(S)(-OP)(-OP)							
BS TV									{ 3,740 4.9 LATE MOVIE II (M-TH)>(S)(OP)							
ERAGE AUDIENCE holds (000) & %	{ 6,100 8.0								{ 4,960 6.5 7.1* 24 22 *							
RE OF AUDIENCE %	18								6.3* 25 *							
AUD. BY ¼ HR. %	8.0								7.5	6.9	6.5	6.2	4.3	4.3	4.1	3.6
AL AUDIENCE holds (000) & %	{ 3,050 4.0 NBC LATE NIGHT MOVIE (11:30-12:46AM)(-OP)								{ 7,780 10.2 TONIGHT SHOW							
BC TV									{ 2,590 3.4 TOMORROW SHOW (M-TH)>(OP)(-OP)							
ERAGE AUDIENCE holds (000) & %	{ 1,600 2.1 2.7*								{ 4,350 5.7 6.7* 21 20 *							
RE OF AUDIENCE %	10 10 *								5.3* 21 *							
AUD. BY ¼ HR. %	3.1 2.3 2.0 1.7 1.7								7.2	6.2	5.6	5.1	4.6	4.4	2.8	2.3
HOLDS USING TV WK. 1	53.0	48.3	36.4	29.9	23.3	19.5	16.6	35.1	31.1	26.7	23.9	21.3	19.3	16.5	14.2	12.6
te Def. 1) WK. 2	44.6	38.1	29.7	24.8	20.9	18.4	17.1	35.0	31.1	27.2	23.5	20.6	18.0	15.5	13.5	12.0

TV Households: 76,300,000  
BC SUNDAY NIGHT MOVIE, PATTON, ABC, (8:00-11:28PM)(R)

For explanation of symbols, See page A.

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR.7-11, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
ABC TV																	
TOTAL AUDIENCE Households (000) & %	4,880 6.4				6,180 8.1												
	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)												
AVERAGE AUDIENCE Households (000) & %	3,970 5.2				5,260 6.9												
SHARE OF AUDIENCE %	28				33												
% G. AUD. BY 1/4 HR.	5.0 5.4				6.8 7.0												
BS TV																	
TOTAL AUDIENCE Households (000) & %	3,510 4.6				3,660 4.8				4,430 5.8				3,360 4.4				
	MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO				JEFFERSONS M-F				CELEBRITY WHEW (10:30-10:54AM) (OP)				
AVERAGE AUDIENCE Households (000) & %	2,290 3.0				2,370 3.1				3,740 4.9				2,980 3.9				
SHARE OF AUDIENCE %	16				15				23				18				
% G. AUD. BY 1/4 HR.	3.1 3.0 2.8				2.6 3.1 3.4				4.6 5.2				3.8 4.0				
ABC TV																	
TOTAL AUDIENCE Households (000) & %	4,650 6.1				4,810 6.3				3,820 5.0				4,040 5.3				
	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				CARD SHARKS				HOLLYWOOD SQUARES (SUS)(OP)				
AVERAGE AUDIENCE Households (000) & %	3,740 4.9				3,970 5.2				3,360 4.4				3,430 4.5				
SHARE OF AUDIENCE %	26				25				21				21				
% G. AUD. BY 1/4 HR.	4.9 4.9				5.2 5.2				4.2 4.5				4.6 4.3				
BS TV																	
TOTAL AUDIENCE Households (000) & %	4,960 6.5				5,260 6.9												
	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)												
AVERAGE AUDIENCE Households (000) & %	3,890 5.1				4,500 5.9												
SHARE OF AUDIENCE %	28				32												
% G. AUD. BY 1/4 HR.	5.1 5.2				5.8 6.1												
BS TV																	
TOTAL AUDIENCE Households (000) & %	3,200 4.2				3,660 4.8				3,660 4.8				2,980 3.9				
	MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO				JEFFERSONS M-F				CELEBRITY WHEW (10:30-10:54AM) (OP)				
AVERAGE AUDIENCE Households (000) & %	2,140 2.8				2,210 2.9				3,200 4.2				2,670 3.5				
SHARE OF AUDIENCE %	16				15				22				19				
% G. AUD. BY 1/4 HR.	2.9 2.8 2.7				2.6 3.0 3.0				4.0 4.4				3.4 3.5				
ABC TV																	
TOTAL AUDIENCE Households (000) & %	4,270 5.6				4,730 6.2				3,200 4.2				3,360 4.4				
	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				CARD SHARKS				HOLLYWOOD SQUARES (SUS)(OP)				
AVERAGE AUDIENCE Households (000) & %	3,430 4.5				3,890 5.1				2,670 3.5				2,900 3.8				
SHARE OF AUDIENCE %	25				27				19				20				
% G. AUD. BY 1/4 HR.	4.3 4.6				5.1 5.0				3.4 3.6				3.7 3.8				
OLDS USING TV																	
Def. 1)	WK 1	9.6	12.8	15.2	16.4	18.1	19.6	20.4	20.7	20.6	20.9	21.4	21.5	20.9	21.4	21.2	21.0
	WK. 2	10.3	12.7	14.5	15.7	17.3	18.6	18.4	19.0	19.2	19.5	19.4	19.1	18.5	19.1	19.1	19.4

V Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. APR.14-18, 1980



# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR.7-11, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
<b>AL AUDIENCE</b> holds (000) & %	5,190 6.8	6,030 7.9	4,730 6.2	6,560 8.6	9,380 12.3				9,180 12.0							
<b>BC TV</b>	LAVERNE & SHIRLEY M-F	FAMILY FEUD	\$20,000 PYRAMID	RYAN'S HOPE (SUS)(OP)	ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS)(OP)							
<b>ERAGE AUDIENCE</b> holds (000) & %	4,430 5.8	5,110 6.7	3,970 5.2	5,570 7.3	7,480 9.8	9.5*		10.2*	7,170 9.4	9.5*					9.4*	
<b>ARE OF AUDIENCE</b> %	28	29	20	27	34	33 *		36 *	33	34 *					33 *	
<b>G. AUD. BY 1/4 HR.</b> %	5.7	5.8	6.5	7.0	9.3	9.7	10.0	10.3	9.5	9.4	9.5				9.4	
<b>AL AUDIENCE</b> holds (000) & %	5,490 7.2	6,180 8.1		5,490 7.2	7,860 10.3				7,320 9.6							
<b>BS TV</b>	PRICE IS RIGHT 1	PRICE IS RIGHT 2		SEARCH FOR TOMORROW	YOUNG AND THE RESTLESS				AS THE WORLD TURNS							
<b>ERAGE AUDIENCE</b> holds (000) & %	4,730 6.2	5,420 7.1		4,730 6.2	6,030 7.9	7.7*		8.1*	5,800 7.6	7.4*					7.8*	
<b>ARE OF AUDIENCE</b> %	30	31		23	28	28 *		29 *	27	26 *					27 *	
<b>G. AUD. BY 1/4 HR.</b> %	6.1	6.4	6.7	7.5	7.5	7.9	8.0	8.1	7.2	7.5	7.6				7.9	
<b>AL AUDIENCE</b> holds (000) & %	4,200 5.5	4,500 5.9	3,590 4.7	5,040 6.6	6,790 8.9				4,650 6.1	7,170 9.4						
<b>BC TV</b>	HIGH ROLLERS	WHEEL OF FORTUNE (SUS)(OP)	CHAIN REACTION	PASSWORD PLUS (SUS)(OP)	DAYS OF OUR LIVES				DOCTORS	ANOTHER WORLD						
<b>ERAGE AUDIENCE</b> holds (000) & %	3,660 4.8	4,040 5.3	3,050 4.0	4,270 5.6	5,040 6.6	6.6*		6.7*	4,120 5.4	4,960 6.5	6.0*					
<b>ARE OF AUDIENCE</b> %	23	23	15	20	23	23 *		24 *	19	21	21 *					
<b>G. AUD. BY 1/4 HR.</b> %	5.2	5.7	5.1	5.7	6.6	6.6 *		6.7 *	5.4	6.5	6.0 *					
<b>BC TV</b>	LAVERNE & SHIRLEY M-F	FAMILY FEUD	\$20,000 PYRAMID	RYAN'S HOPE (SUS)(OP)	ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS)(OP)							
<b>ERAGE AUDIENCE</b> holds (000) & %	3,360 4.4	4,270 5.6	3,200 4.2	4,960 6.5	6,710 8.8	8.5*		9.0*	6,330 8.3	8.3*					8.3*	
<b>ARE OF AUDIENCE</b> %	24	27	18	27	34	33 *		35 *	31	32 *					31 *	
<b>G. AUD. BY 1/4 HR.</b> %	4.3	4.5	4.1	4.4	8.3	8.7	9.0	9.0	8.4	8.3	8.3				8.3	
<b>AL AUDIENCE</b> holds (000) & %	4,810 6.3	5,340 7.0		5,950 7.8	7,630 10.0				7,250 9.5							
<b>BS TV</b>	PRICE IS RIGHT 1	PRICE IS RIGHT 2		SEARCH FOR TOMORROW	YOUNG AND THE RESTLESS				AS THE WORLD TURNS							
<b>ERAGE AUDIENCE</b> holds (000) & %	4,350 5.7	4,730 6.2		4,960 6.5	5,880 7.7	7.4*		8.0*	5,880 7.7	7.7*					7.6*	
<b>ARE OF AUDIENCE</b> %	30	30		27	31	31 *		31 *	29	29 *					28 *	
<b>G. AUD. BY 1/4 HR.</b> %	5.4	5.9	6.0	6.3	7.2	7.6	7.9	8.2	7.6	7.9	7.7				7.6	
<b>AL AUDIENCE</b> holds (000) & %	4,040 5.3	4,650 6.1	3,130 4.1	4,200 5.5	5,950 7.8				4,500 5.9	7,100 9.3						
<b>BC TV</b>	HIGH ROLLERS	WHEEL OF FORTUNE (SUS)(OP)	CHAIN REACTION	PASSWORD PLUS (SUS)(OP)	DAYS OF OUR LIVES				DOCTORS	ANOTHER WORLD						
<b>ERAGE AUDIENCE</b> holds (000) & %	3,510 4.6	3,970 5.2	2,670 3.5	3,510 4.6	4,430 5.8	5.4*		6.2*	3,970 5.2	4,880 6.4	5.9*					
<b>ARE OF AUDIENCE</b> %	25	25	15	19	22	21 *		24 *	20	23	22 *					
<b>G. AUD. BY 1/4 HR.</b> %	4.5	4.7	3.3	3.6	5.2	5.6	6.2	6.3	5.2	5.3	5.7				6.1	
<b>OLDS USING TV</b> e Def. 1)	WK. 1 21.0	WK. 2 19.0	21.8	19.6	22.3	20.6	24.1	21.9	26.1	23.4	27.4	24.8	27.5	24.7	28.4	25.1
<b>V Households: 76,300,000</b>																

For explanation of symbols, See page A.

DAY MON.-FRI. APR.14-18, 1980

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR.7-11, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE Households (000) & %	{ 9,230 12.1					4,200 5.5					10,990 14.4					
PROGRAM	GENERAL HOSPITAL >(SUS)(OP)				EDGE OF NIGHT (MTWTF)(SUS)(OP)				ABC WORLD NEWS TONIGHT							
AVERAGE AUDIENCE Households (000) & %	{ 7,400 9.7	9.6*			9.9*	3,660 4.8					9,770 12.8					
SHARE OF AUDIENCE %	31	32 *			31 *	16					24					
PERG. AUD. BY ¼ HR. %	9.3	9.7	9.9	9.8	4.9	4.7					12.5 13.1					
CBS TV																
TOTAL AUDIENCE Households (000) & %	{ 7,550 9.9					(S)(OP)				12,510 16.4						
PROGRAM	GUIDING LIGHT >(SUS)(OP)								CBS EVENING NEWS CRONKITE							
AVERAGE AUDIENCE Households (000) & %	{ 6,180 8.1	8.1*			8.1*					11,060 14.5						
SHARE OF AUDIENCE %	26	27 *			25 *					27						
PERG. AUD. BY ¼ HR. %	8.1	8.3	8.2	7.9					14.3 14.7							
NBC TV																
TOTAL AUDIENCE Households (000) & %	{ 11,800 11.8					(S)(OP)				12,440 16.3						
PROGRAM	ANOTHER WORLD >(SUS)(OP)								NBC NIGHTLY NEWS							
AVERAGE AUDIENCE Households (000) & %	{ 8,940 9.1	9.0*			9.2*	3,740 4.9					11,060 14.5					
SHARE OF AUDIENCE %	31	32 *			31 *	16					27					
PERG. AUD. BY ¼ HR. %	8.8	9.2	9.4	9.1	5.0	4.9					11.5 12.0					
ABC TV																
TOTAL AUDIENCE Households (000) & %	{ 7,400 9.7					2,820 3.7					11,520 15.1					
PROGRAM	GUIDING LIGHT >(SUS)(OP)				ONE DAY AT A TIME-M-F (MTWTF)(SUS)(OP)				CBS EVENING NEWS CRONKITE							
AVERAGE AUDIENCE Households (000) & %	{ 6,030 7.9	7.8*			8.0*	2,370 3.1					10,070 13.2					
SHARE OF AUDIENCE %	27	28 *			27 *	10					26					
PERG. AUD. BY ¼ HR. %	7.8	7.6	7.9	8.1	3.0	3.2					13.1 13.3					
NBC TV																
TOTAL AUDIENCE Households (000) & %	{ 10,760 14.1					(SUS)(OP)				10,760 14.1						
PROGRAM	ANOTHER WORLD >(SUS)(OP)								NBC NIGHTLY NEWS							
AVERAGE AUDIENCE Households (000) & %	{ 9,610 12.6	12.3			12.6					9,610 12.6						
SHARE OF AUDIENCE %	23	23 *			22 *					25						
PERG. AUD. BY ¼ HR. %	6.3	6.7	6.7	6.7					12.3 13.0							
HOLDS USING TV WK. 1																
see Def. 1) WK. 2	29.6	30.9	31.7	32.6	30.6	32.0	33.6	35.3	36.4	38.2	40.2	43.2	47.2	49.4	51.7	54.1
	27.3	28.9	29.7	30.5	29.6	30.8	31.3	32.7	34.1	35.9	37.9	40.6	44.5	47.5	49.4	51.0

For explanation of symbols, See page A.

DAY MON.-FRI. APR.14-18, 1980

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. APR.12, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
AL AUDIENCE holds (000) & %					3,820 5.0		6,100 8.0		5,650 7.4		5,420 7.1		4,810 6.3		5,650 7.4	
BC TV					GREATEST SUPERFRIENDS-1		GREATEST SUPERFRIENDS-2 (OP)		PLASTICMAN COMEDY-SHOW-1		PLASTICMAN COMEDY-SHOW-2		PLASTICMAN COMEDY-SHOW-3 (OP)		SCOOBY AND SCRAPPY DOO-1	
VERAGE AUDIENCE holds (000) & %					3,200 4.2		4,960 6.5		4,960 6.5		4,500 5.9		4,120 5.4		4,730 6.2	
ARE OF AUDIENCE %					30		37		30		24		21		25	
3. AUD. BY ¼ HR.					3.8	4.6	6.3	6.7	6.4	6.6	6.1	5.7	5.6	5.2	5.8	6.6
AL AUDIENCE holds (000) & %					4,040 5.3		4,880 6.4		6,710 8.8		8,470 11.1		8,700 11.4		7,710 10.1	
BS TV					MIGHTY MOUSE- HECKL-JECKL1 (OP)		MIGHTY MOUSE- HECKL-JECKL2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)	
VERAGE AUDIENCE holds (000) & %					3,130 4.1		4,200 5.5		5,420 7.1		7,170 9.4		7,320 9.6		6,410 8.4	
ARE OF AUDIENCE %					27		29		31		38		38		34	
3. AUD. BY ¼ HR.					3.7	4.5	5.4	5.7	6.5	7.7	8.9	9.9	9.3	9.9	8.7	8.1
AL AUDIENCE holds (000) & %					BAY CITY ROLLERS (SUS)		2,820 3.7		2,520 3.3		5,260 6.9		5,950 7.8		6,870 9.0	
BC TV							SUPER GLOBETROTTERS		CASPER AND THE ANGELS (OP)		FRED & BARNEY/SHMOO 1 (OP)		FRED & BARNEY/SHMOO 2 (OP)		FRED & BARNEY/SHMOO 3 (OP)	
VERAGE AUDIENCE holds (000) & %							2,210 2.9		2,060 2.7		4,270 5.6		5,110 6.7		5,880 7.7	
ARE OF AUDIENCE %							21		16		26		27		30	
3. AUD. BY ¼ HR.							5.6		8.6		7.7		6.7		6.3	
BC TV							GREATEST SUPERFRIENDS-1		GREATEST SUPERFRIENDS-2 (OP)		PLASTICMAN COMEDY-SHOW-1		PLASTICMAN COMEDY-SHOW-2		PLASTICMAN COMEDY-SHOW-3 (OP)	
VERAGE AUDIENCE holds (000) & %							3,660 4.8		5,490 7.2		4,810 6.3		4,430 5.8		3,970 5.2	
ARE OF AUDIENCE %							33		39		29		26		24	
3. AUD. BY ¼ HR.							4.3	5.4	7.0	7.3	6.4	6.2	5.9	5.7	5.2	5.8
AL AUDIENCE holds (000) & %					3,510 4.6		4,580 6.0		6,260 8.2		6,940 9.1		7,020 9.2		4,960 6.5	
BS TV					MIGHTY MOUSE- HECKL-JECKL1 (OP)		MIGHTY MOUSE- HECKL-JECKL2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)	
VERAGE AUDIENCE holds (000) & %					2,750 3.6		3,660 4.8		5,190 6.8		5,800 7.6		5,720 7.5		4,350 5.7	
ARE OF AUDIENCE %					24		25		31		33		34		28	
3. AUD. BY ¼ HR.					3.3	3.9	4.4	5.1	6.3	7.3	7.2	8.0	7.6	7.4	6.1	5.3
AL AUDIENCE holds (000) & %					BAY CITY ROLLERS (SUS)		3,510 4.6		3,360 4.4		5,040 6.6		5,720 7.5		5,110 6.7	
IBC TV							SUPER GLOBETROTTERS		CASPER AND THE ANGELS (OP)		FRED & BARNEY/SHMOO 1 (OP)		FRED & BARNEY/SHMOO 2 (OP)		FRED & BARNEY/SHMOO 3 (OP)	
VERAGE AUDIENCE holds (000) & %							2,820 3.7		2,900 3.8		4,350 5.7		4,880 6.4		4,430 5.8	
ARE OF AUDIENCE %							26		20		26		27		26	
3. AUD. BY ¼ HR.							3.3	4.2	3.6	4.0	5.4	6.0	6.6	6.1	5.9	5.2
HOLDS USING TV (see Def. 1)	WK. 1	5.7	7.4	9.1	11.7	13.8	16.3	18.3	19.7	21.8	23.9	24.5	25.4	25.3	25.5	25.1
	WK. 2	6.0	8.0	9.8	11.7	14.0	16.5	18.1	19.6	21.3	22.9	22.9	23.0	22.3	22.0	20.8
TV Households: 76,300,000																

For explanation of symbols, See page A

DAY SAT. APR.19, 1980



# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. APR. 12, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
<b>ABC TV</b>																
TOTAL AUDIENCE	5,880		4,730		5,110		6,870									
Households (000) & %	7.7		6.2		6.7		9.0									
PROGRAM	SCOOBY AND SCRAPPY DOO-2 (OP)		CAPT. CAVEMAN-TEEN ANGELS (OP)		ABC WEEKEND SPECIALS THE WINGED COLT, PART II		AMERICAN BANDSTAND '80									
AVERAGE AUDIENCE	4,810		3,820		4,350		4,270									
Households (000) & %	6.3		5.0		5.7		5.6	5.5*							5.8*	
SHARE OF AUDIENCE	26		21		22		21	21*							22*	
VG. AUD. BY 1/4 HR.	6.3	6.2	4.9	5.1	5.5	5.9	5.5	5.5			6.0				5.5	
<b>CBS TV</b>																
TOTAL AUDIENCE	6,710		6,180		4,430		5,190		6,260		4,650					
Households (000) & %	8.8		8.1		5.8		6.8		8.2		6.1					
PROGRAM	ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		SHAZAM (OP)		TARZAN AND SUPER SEVEN 1 (OP)		TARZAN AND SUPER SEVEN 2 (OP)		30 MINUTES					
AVERAGE AUDIENCE	5,420		4,810		3,740		4,580		5,260		3,660					
Households (000) & %	7.1		6.3		4.9		6.0		6.9		4.8					
SHARE OF AUDIENCE	30		26		19		22		25		19					
VG. AUD. BY 1/4 HR.	7.5	6.7	6.1	6.5	4.7	5.0	6.0	6.0	7.0	6.7	5.0	4.5				
<b>NBC TV</b>																
TOTAL AUDIENCE	5,110		5,720		4,500		4,500									
Households (000) & %	6.7		7.5		5.9		5.9									
PROGRAM	JETSONS (OP)		JONNY QUEST (OP)		GODZILLA		FLASH GORDON									
AVERAGE AUDIENCE	4,350		4,650		4,040		3,820									
Households (000) & %	5.7		6.1		5.3		5.0									
SHARE OF AUDIENCE	24		25		21		19									
VG. AUD. BY 1/4 HR.	5.6	5.9	6.0	6.1	5.1	5.4	5.0	5.0								
<b>ABC TV</b>																
TOTAL AUDIENCE	5,110		4,500		3,360		5,340									
Households (000) & %	6.7		5.9		4.4		7.0									
PROGRAM	SCOOBY AND SCRAPPY DOO-2 (OP)		CAPT. CAVEMAN-TEEN ANGELS (OP)		ABC WEEKEND SPECIALS THE WINGED COLT, PART III		AMERICAN BANDSTAND '80									
AVERAGE AUDIENCE	4,430		3,360		2,820		3,200									
Households (000) & %	5.8		4.4		3.7		4.2	4.0*							4.3*	
SHARE OF AUDIENCE	30		23		20		21	21*							21*	
VG. AUD. BY 1/4 HR.	5.9	5.7	4.7	4.1	3.3	4.1	3.9	4.2			4.4	4.2				
<b>CBS TV</b>																
TOTAL AUDIENCE	4,200		4,200		3,050		3,050		4,650		3,890					
Households (000) & %	5.5		5.5		4.0		4.0		6.1		5.1					
PROGRAM	ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		SHAZAM (OP)		TARZAN AND SUPER SEVEN 1 (OP)		TARZAN AND SUPER SEVEN 2 (OP)		30 MINUTES					
AVERAGE AUDIENCE	3,510		3,280		2,520		2,820		3,890		3,050					
Households (000) & %	4.6		4.3		3.3		3.7		5.1		4.0					
SHARE OF AUDIENCE	24		23		17		19		25		19					
VG. AUD. BY 1/4 HR.	4.9	4.2	4.3	4.4	3.4	3.1	3.6	3.7	5.0	5.2	4.3	3.6				
<b>NBC TV</b>																
TOTAL AUDIENCE	3,130		3,050		3,130		2,900		2,370	8,770						
Households (000) & %	4.1		4.0		4.1		3.8		3.1	11.5						
PROGRAM	JETSONS (OP)		JONNY QUEST (OP)		GODZILLA		FLASH GORDON		NBC MAJOR LEAGUE PRE GAME	NBC MAJOR LEAGUE BASEBALL ST. LOUIS VS PITTSBURGH TEXAS RANGERS VS BOSTON (1:15-4:31PM)						
AVERAGE AUDIENCE	2,820		2,520		2,590		2,140		2,210	4,120						
Households (000) & %	3.7		3.3		3.4		2.8		2.9	5.4					4.6*	5.1*
SHARE OF AUDIENCE	19		17		18		13		14	25					22*	25*
VG. AUD. BY 1/4 HR.	3.8	3.7	3.2	3.4	3.3	3.6	2.6	2.9	2.9	3.7	4.4	4.8	5.1	5.0	5.2	5.7
<b>OLDS USING TV</b>																
WK. 1	23.8	23.5	23.5	25.0	25.4	25.9	25.8	26.2	26.5	26.6	25.8	25.5	25.4	26.1	26.7	27.0
Def. 1)	19.1	18.8	18.7	19.0	18.7	19.5	19.1	20.0	20.3	21.0	20.5	20.6	20.7	20.4	21.5	22.1

/ Households: 76,300,000

For explanation of symbols, See page A.

DAY SAT. APR. 19, 1980

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. APR. 12, 1980

WEDNESDAY TV AUDIENCE ESTIMATES																	
TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
ABC TV																	
TOTAL AUDIENCE Estimates (000) & %		9,690 12.7				PRO BOWLERS TOUR (3:30-5:02PM)(-OP)				15,280 20.0				ABC WIDE WORLD-SPORTS SAT (5:02-6:30PM)			
AVERAGE AUDIENCE Estimates (000) & %		5,190 6.8				9,230 12.1				10,6*				12.6*			
PERCENT OF AUDIENCE %		21				29				27 *				30 *			
AUD. BY 1/4 HR. %		5.2				10.1				11.1				12.9			
CBS TV																	
TOTAL AUDIENCE Estimates (000) & %		9,230 12.1				MASTERS GOLF TOUR.-SAT								9,080 11.9 CBS SAT. NEWS- SCHIEFFER			
AVERAGE AUDIENCE Estimates (000) & %		4,200 5.5				7,860 10.3											
PERCENT OF AUDIENCE %		16				21				17 *				21			
AUD. BY 1/4 HR. %		4.8				5.0				5.6				6.0			
NBC TV																	
TOTAL AUDIENCE Estimates (000) & %		4,200 5.5				26,400 34.6				NBC MAJOR LEAGUE BASEBALL LOS ANGELES VS HOUSTON (4:20-10:05PM)							
AVERAGE AUDIENCE Estimates (000) & %		3,740 4.9				8,240 10.8				7.0*				9.3*			
PERCENT OF AUDIENCE %		16				23				20 *				22 *			
AUD. BY 1/4 HR. %		4.9				5.1				7.5				9.2			
ABC TV																	
TOTAL AUDIENCE Estimates (000) & %		6,260 8.2				11,450 15.0				ABC WIDE WORLD-SPORTS SAT							
AVERAGE AUDIENCE Estimates (000) & %		3,590 4.7				5,880 7.7				6.9*				7.6*			
PERCENT OF AUDIENCE %		18				23				23 *				24 *			
AUD. BY 1/4 HR. %		3.6				6.7				7.1				8.0			
CBS TV																	
TOTAL AUDIENCE Estimates (000) & %		4,120 5.4				8,470 11.1				CBS SPORTS SPECTACULAR				7,780 10.2 CBS SAT. NEWS- SCHIEFFER			
AVERAGE AUDIENCE Estimates (000) & %		2,750 3.6				4,650 6.1				6.2*				7.6*			
PERCENT OF AUDIENCE %		14				21				22 *				24 *			
AUD. BY 1/4 HR. %		2.8				4.3				5.7				7.6			
NBC TV																	
TOTAL AUDIENCE Estimates (000) & %		6,260 8.2				TOURN. OF CHAMPIONS-SAT.								5,720 7.5 NBC NIGHTLY NEWS SAT.			
AVERAGE AUDIENCE Estimates (000) & %		2,750 3.6				4,650 6.1				6.2*				7.6*			
PERCENT OF AUDIENCE %		14				21				22 *				24 *			
AUD. BY 1/4 HR. %		2.8				4.3				5.7				7.6			
ABC TV																	
TOTAL AUDIENCE Estimates (000) & %		6,0*				2,820 3.7				3.3*				5,110 6.7			
AVERAGE AUDIENCE Estimates (000) & %		27 *				13				12 *				17			
PERCENT OF AUDIENCE %		27 *				15 *				11 *				6.5			
AUD. BY 1/4 HR. %		5.8				4.2				3.1				7.0			
HOUSEHOLDS USING TV WK. 1 27.8 WK. 2 22.1																	
PRE GAME,NBC,(4:00-4:20PM)																	

For explanation of symbols, See page A.

DAY SAT. APR. 19, 1980

DAY SUN. APR. 13, 1980

For explanation of symbols, See page A

DAY SUN. APR. 20, 1980



# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. APR.13, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
TOTAL AUDIENCE Households (000) & %	{ 2,290 3.0		{ 2,210 2.9		{ 3,130 4.1		{ 4,580 6.0										
BC TV	KIDS ARE PEOPLE TOO III (OP)		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUB)		AMERICAN SPORTSMAN								
PRIME AUDIENCE Households (000) & %	{ 1,750 2.3		{ 1,910 2.5		{ 2,440 3.2		{ 2,980 3.9		{ 3.7* 12 *		{ 4.1* 13 *						
ARE OF AUDIENCE %	13		12		14		13		12 *		13 *						
PER. AUD. BY 1/4 HR. %	2.3	2.3	2.5	2.6	3.1	3.4	3.6	3.8	3.8	3.8	4.4						
TOTAL AUDIENCE Households (000) & %	{ 4,200 5.5		{ 11,290 14.8														
BS TV	FACE THE NATION								NBA PLAYOFF GAME-SUN BOSTON VS HOUSTON								
PRIME AUDIENCE Households (000) & %	{ 3,360 4.4		{ 5,260 6.9		{ 6.2* 23 *		{ 7.5* 26 *		{ 6.7* 23 *		{ 7.1* 24 *						
ARE OF AUDIENCE %	21		24		23 *		26 *		23 *		24 *						
PER. AUD. BY 1/4 HR. %	4.3	4.5	5.4	6.9	7.9	7.2	6.7	6.8	7.3	6.9							
TOTAL AUDIENCE Households (000) & %	{ 5,110 6.7		{ 4,120 5.4		{ 5.2 5.6		{ 5.110 6.7										
BC TV									RELIGIOUS SERIES (SUB)								
PRIME AUDIENCE Households (000) & %	{ 2,820 3.7		{ 2,210 2.9		{ 3,280 4.3		{ 3,660 4.8										
BC TV	KIDS ARE PEOPLE TOO III (OP)		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUB)		AMERICAN SPORTSMAN								
PRIME AUDIENCE Households (000) & %	{ 2,290 3.0		{ 1,830 2.4		{ 2,590 3.4		{ 1,910 2.5		{ 2.4* 9 *		{ 2.6* 10 *						
ARE OF AUDIENCE %	17		13		18		10		9 *		10 *						
PER. AUD. BY 1/4 HR. %	3.2	2.7	2.3	2.5	3.5	3.3	2.4	2.5	2.5	2.7							
TOTAL AUDIENCE Households (000) & %	{ 3,130 4.1		{ 10,830 14.2														
BS TV	FACE THE NATION								NBA PLAYOFF GAME-SUN PHILADELPHIA VS BOSTON								
PRIME AUDIENCE Households (000) & %	{ 2,520 3.3		{ 5,040 6.6		{ 6.0* 27 *		{ 6.9* 29 *		{ 6.0* 24 *		{ 7.3* 28 *						
ARE OF AUDIENCE %	18		27		27 *		29 *		24 *		28 *						
PER. AUD. BY 1/4 HR. %	3.2	3.5	5.6	6.4	6.9	6.9	5.7	6.3	7.2	7.4							
TOTAL AUDIENCE Households (000) & %	{ 4,040 5.3		{ 5,650 7.4														
BC TV									SPORTSWORLD								
PRIME AUDIENCE Households (000) & %	{ 3,430 4.5		{ 2,820 3.7		{ 3.8* 14 *		{ 3.8* 14 *		{ 3.9 3.8								
ARE OF AUDIENCE %	24		14		14 *		14 *		3.9								
PER. AUD. BY 1/4 HR. %	4.6	4.5															
OLDS USING TV WK. 1	17.9	18.8	19.9	20.9	22.1	23.7	24.1	25.5	27.3	28.9	30.2	30.4	29.6	30.5	30.5	31.5	
Def. 1) WK. 2	17.7	17.8	18.5	19.0	18.8	18.7	19.7	20.1	21.9	23.6	24.1	24.9	25.5	26.7	27.6	28.0	

V Households: 76,300,000

For explanation of symbols, See page A

DAY SUN. APR.20, 1980

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. APR.13, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45				
TOTAL AUDIENCE Households (000) & %	{ 10,530 13.8		{ 12,060 15.8										{ 8,090 10.6							
ABC TV	INT'L CHAMPIONSHIP BOXING										ABC WIDE WORLD-SPORTS SUN									
AVERAGE AUDIENCE Households (000) & %	{ 6,710 8.8		7.9*	9.0*		9.4*		8.9	8.3*	9.1*		9.2*		{ 7,020 9.2						
SHARE OF AUDIENCE %	{ 25		24 *	26 *		25 *		22	22 *	22 *		21 *		{ 19						
VG. AUD. BY 1/4 HR.	{ 7.0		8.7	9.0	9.1	9.2	9.5	7.7	8.9	9.5	8.7	8.8	9.7	8.9	9.6					
TOTAL AUDIENCE Households (000) & %	{ 10,380 13.6		{ 8,470 11.1										{ 7,480 9.8							
BS TV	(1)	(2)	MASTERS GOLF TOURN.-SUN										CBS EVENING NEWS- DEAN							
AVERAGE AUDIENCE Households (000) & %	{ 5,110 6.7		5.1*	6.3*		7.4*		7.6*		7.2*		{ 7,480 9.8								
SHARE OF AUDIENCE %	{ 18		15 *	17 *		20 *		19 *		17 *		{ 19								
VG. AUD. BY 1/4 HR.	{ 6.7		5.1	5.1	6.0	6.6	7.2	7.5	7.5	7.7	7.4	7.0	9.4	10.2						
TOTAL AUDIENCE Households (000) & %	{ 11,450 15.0		{ 9,000 11.8										{ 7,780 10.2							
ABC TV	SPORTSWORLD										NBC NIGHTLY NEWS- SUN.									
AVERAGE AUDIENCE Households (000) & %	{ 5,340 7.0		4.7*	6.4*		8.1*		8.7*		{ 7,780 10.2										
SHARE OF AUDIENCE %	{ 18		13 *	17 *		20 *		21 *		{ 20										
VG. AUD. BY 1/4 HR.	{ 4.7		4.7	5.9	6.9	7.6	8.6	9.4	8.1	9.4	10.9									
TOTAL AUDIENCE Households (000) & %	{ 7,480 9.8		{ 10,910 14.3										{ 7,020 9.2							
ABC TV	INT'L CHAMPIONSHIP BOXING										ABC WIDE WORLD-SPORTS SUN									
AVERAGE AUDIENCE Households (000) & %	{ 3,740 4.9		4.7*	4.5*		5.7*		7.4		7.5*		7.6*		{ 5,880 7.7						
SHARE OF AUDIENCE %	{ 17		17 *	15 *		19 *		23		24 *		23 *		{ 20						
VG. AUD. BY 1/4 HR.	{ 4.2		5.1	4.5	5.5	5.8	6.9	7.4	7.8	7.2	7.5	7.8	7.3	8.0						
TOTAL AUDIENCE Households (000) & %	{ 10,300 13.5		{ 7,780 10.2										{ 7,780 10.2							
CBS TV	NBA PLAYOFF GAME-SUN PHILADELPHIA VS BOSTON		NBA PLAYOFF GAME-SUN.-2 MILWAUKEE VS SEATTLE										CBS EVENING NEWS DEAN							
AVERAGE AUDIENCE Households (000) & %	{ 4,810 6.9*		6.3	5.4*	5.8*		5.6*		6.6*		7.9*		{ 7,100 9.3							
SHARE OF AUDIENCE %	{ 25		21	19 *	20 *		19 *		21 *		25 *		{ 23							
VG. AUD. BY 1/4 HR.	{ 7.3		6.5	5.3	5.5	5.9	5.7	5.6	5.7	6.4	6.9	8.0	7.8	8.9	9.7					
TOTAL AUDIENCE Households (000) & %	{ 6,100 8.0		{ 7,250 9.5										{ 7,250 9.5							
NBC TV	SPORTSWORLD										TOURN. OF CHAMPIONS-SUN.						NBC NIGHTLY NEWS- SUN.			
AVERAGE AUDIENCE Households (000) & %	{ 2,820 3.8*		3.5*	3.7		3.4*		3.6*		3.8*		3.8*		{ 5,800 7.6						
SHARE OF AUDIENCE %	{ 14		15 *	12 *		12 *		12 *		12 *		12 *		{ 19						
VG. AUD. BY 1/4 HR.	{ 4.0		3.5	3.5	3.4	3.4	3.5	3.5	3.7	3.9	3.8	3.7	4.0	7.4	7.9					
HOUSEHOLDS USING TV See Def. 1)	WK. 1	33.1	34.9	35.2	35.6	36.8	38.8	38.9	39.9	41.4	42.7	43.2	43.8	46.8	49.3	51.8	54.2			
	WK. 2	28.2	28.7	29.1	29.3	29.7	30.9	31.7	32.3	32.6	32.0	33.3	34.0	35.7	38.3	40.3	43.5			

TV Households: 76,300,000  
NBA PLAYOFF GAME-SUN, BOSTON VS HOUSTON, CBS

(2) MASTERS GOLF BONUS-SUN, CBS, (3:15-3:30PM) (SUS)

For explanation of symbols, See page A.

DAY SUN. APR. 20, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																			
ABC ACADEMY AWARDS(S)	2	9.00-12.15AM	+GRID 11.00 11.15 11.30 11.45 12.00																
ABC FILL(SUS)	1	10.55-11.00PM	10.45																
EVENING SATURDAY																			
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	13,730	18.0	13,730	18.0	31	18.0										
ABC ABC WEEKEND REPORT-SAT.		11.00-11.15PM	11.00	6,870	9.0	6,640	8.7	17	8.7										
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	12,590	16.5	12,590	16.5	29	16.5										
CBS MAGNUM FORCE(S)	1	9.00-11.23PM	+GRID 11.00 11.15	23,500	30.8	15,640	20.5	37											
NBC NBC MAJOR LEAGUE BASEBALL	1	4.20-10.05PM	+GRID 10.00	26,400	34.6	8,240	10.8	23											
NBC NBC NEWS UPDATE-SAT.	2	9.07- 9.08PM	9.00																
NBC SATURDAY NIGHT	1	11.30-12.50AM	11.30	14,340	18.8	9,770	12.8	36	12.6										
																		</	



## OTHER PROGRAMS

[illegible]

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2										
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
ABC BARETTA-THU.-CONT'D				1.00					3.5	THU.						3.3	THU.		
				1.15					3.5	THU.					3.4	THU.			
				1.30					3.0	THU.					3.3	THU.			
				1.45					2.8	THU.					3.4	THU.			
ABC BARETTA-WED.				2 12.58- 1.48AM	12.45						3,050	4.0	2,290	3.0	24	3.6	WED.		
				1 1.08- 2.02AM	1.00	3,050	4.0	2,440	3.2	27	3.6	WED.			3.4	WED.			
					1.15						3.5	WED.			3.0	WED.			
					1.30						3.1	WED.			2.8	WED.			
					1.45						3.0	WED.			2.5	WED.			
					2.00						3.1	WED.							
ABC BARNEY MILLER-11.30				2 1.06- 1.42AM	1.00							4,040	5.3	3,360	4.4	31	4.7	MON.	
					1.15										4.5*	31*	4.4	MON.	
					1.30											4.0	MON.		
ABC TUESDAY MOVIE WEEK-PART 2				1 1.11- 1.35AM	1.00	3,360	4.4	3,050	4.0	29	4.0	TUE.							
				2 1.01- 1.17AM	1.00							2,060	2.7	2,060	2.7	19	2.8	TUE.	
					1.15											2.6	TUE.		
					1.30														
CBS NEWSBREAK M-F				1 8.58- 8.59PM	8.45	12,510	16.4	12,510	16.4	26	16.4	M-F							
				2 >	8.45														
CBS CBS NEWS SPECIAL RPT-MON(S)				1 11.30-12.02AM	11.30	9,690	12.7	8,320	10.9	36	11.6	MON.	12,970	17.0	12,970	17.0	27	16.8	M-F

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
CBS YOUR TURN: LTRS-CBS NEWS(S)-CONT'D			11.45						5.6	WED.							
CBS LATE MOVIE II	1	>	12.45	3,430	4.5	2,820	3.7	28	5.4	M-TH							
			1.00						4.1	M-TH							
			1.15					3.9*	27*	M-TH							
			1.30						3.4	M-W							
			1.45					3.4*	30*	M-W							
			2.00						3.3	MON.							
NBC NBC NEWS UPDATE-M-F		>	8.45	11,980	15.7	11,980	15.7	25	15.7	M-F	9,460	12.4	9,230	12.1	19	12.8	M-F
			9.15													10.7	MON.
NBC NBC NEWS SPECIAL REPORT(S)	1	11.30-11.50PM	11.30	5,420	7.1	5,110	6.7	20	6.8	TUE.							
			11.45						6.4	TUE.							
NBC TONIGHT SHOW	1	>	-GRID	9,000	11.8	5,190	6.8	26	3.3	M-F							
			1.00						5.6	FRI.	5,420	7.1	3,050	4.0	28	4.9	FRI.
NBC MIDNIGHT SPECIAL		1.00- 2.30AM	1.00	5,720	7.5	3,430	4.5	27	5.0	FRI.						4.3	FRI.
			1.15					5.3*	27*	FRI.						3.8	FRI.
			1.30						4.7	FRI.						3.7	FRI.
			1.45					4.6*	28*	FRI.						3.9	FRI.
			2.00						4.1	FRI.						3.4	FRI.
			2.15					3.7*	27*	FRI.							
NBC TOMORROW SHOW		>	-GRID	2,520	3.3	1,830	2.4	19	2.0	M-TH	2,590	3.4	1,910	2.5	20	1.9	M-TH
			1.45					2.1*	18*	M-TH							
			2.00						1.6	TUE.							
DAY MONDAY-FRIDAY																	
ABC FYI-12.58-MON-FRI(SUS)		12.58-12.59PM	12.45							M-F							M-F
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,710	10.1	7,480	9.8	34	9.8	M-F	6,560	8.6	6,490	8.5	32	8.4	M-F
ABC FYI-2.58-MON-FRI(SUS)		2.58- 2.59PM	2.45							M-F							M-F
ABC CARTER ADDRESS-ABC(SUS)	1	3.10- 3.21PM	3.00							MON.							M-F
ABC FYI-3.58-MON-FRI(SUS)		3.58- 3.59PM	3.45							M-F							
ABC AMER HOSTAGES IN IRAN(SUS)	1	4.00- 4.30PM	4.00							TUE.							THU.
ABC CARTER PRESS CONF.-ABC(SUS)	2	4.00- 4.47PM	4.00								6,870	9.0	4,200	5.5	17	5.4	WED.
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30													4.9	WED.
			4.45													5.9	WED.
			5.00													6.0	WED.
			5.15														M-F
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS SUNRISE SEMESTER-MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS CBS LATE MORNING NEWS		10.54-11.00AM	10.45	3,430	4.5	2,900	3.8	18	3.8	M-F	3,280	4.3	2,900	3.8	20	3.8	M-F
CBS CARTER ADDRESS-CBS(SUS)	1	3.10- 3.18PM	3.00							MON.							
CBS AFTERNOON PLAYHOUSE-FRI(S)	1	4.00- 4.30PM	4.00	4,200	5.5	3,510	4.6	16	4.7	FRI.							
			4.15						4.5	FRI.							
CBS AFTERNOON PLAYHOUSE-MON(S)	1	4.00- 4.30PM	4.00	4,960	6.5	3,820	5.0	17	4.9	MON.							
			4.15						5.2	MON.							



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			SHARE	HOUSEHOLDS	SHARE				
				(000)	%	(000)	%	%	%	(000)	%	(000)	%	%	%		
DAY MONDAY-FRIDAY-CONT'D																	
CBS AFTERNOON PLAYHOUSE-THU(S)	1	4.00- 4.30PM	4.00 4.15	4,960	6.5	3,970	5.2	17	5.1 5.3	THU. THU.							
CBS AFTERNOON PLAYHOUSE-TUE(S)	1	4.00- 4.30PM	4.00 4.15	5,190	6.8	4,350	5.7	18	5.4 5.9	TUE. TUE.							
CBS AFTERNOON PLAYHOUSE-WED(S)	1	4.00- 4.30PM	4.00 4.15	4,500	5.9	3,740	4.9	15	4.7 5.1	WED. WED.							
CBS CARTER PRESS CONF.-CBS(SUS)	2	4.00- 4.46PM	4.00														
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F						THU.	
NBC NBC NEWS UPDATE-11.58AM(SUS)		11.58-11.59AM	11.45							M-F						M-F	
NBC NBC NEWS UPDATE-12.58PM(SUS)		12.58-12.59PM	12.45							M-F						M-F	
NBC CARTER ADDRESS-NBC(SUS)	1	3.09- 3.19PM	3.00							MON.						THU.	
NBC CARTER PRESS CONF.-NBC(SUS)	2	4.00- 4.44PM	4.00														
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.56AM		8.56- 8.59AM	8.45	4,960	6.5	4,500	5.9	33	5.9		5,260	6.9	5,040	6.6	33	6.6	
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	4,040	5.3	3,740	4.9	19	4.9		4,120	5.4	3,970	5.2	24	5.2	
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	4,500	5.9	4,270	5.6	24	5.6		4,120	5.4	3,970	5.2	27	5.2	
ABC DEAR ALEX & ANNIE-11.56AM		11.56-11.59AM	11.45	4,350	5.7	3,740	4.9	20	4.9		2,670	3.5	2,590	3.4	18	3.4	
ABC PRO BOWLERS TOUR	1	3.30- 5.02PM	-GRID 5.00	9,690	12.7	5,190	6.8	21	9.4								
CBS SUNRISE SEMESTER-SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,590	4.7	3,360	4.4	27	4.4		3,130	4.1	2,980	3.9	24	3.9	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,880	6.4	4,650	6.1	31	6.1		3,970	5.2	3,740	4.9	25	4.9	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	6,180	8.1	5,880	7.7	32	7.7		5,880	7.7	5,650	7.4	32	7.4	
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45 10.00	7,480	9.8	7,320	9.6	38	9.7 9.5		6,410	8.4	6,100	8.0	35	8.1 8.0	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,030	7.9	5,800	7.6	30	7.6		4,200	5.5	3,890	5.1	26	5.1	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,340	7.0	5,040	6.6	28	6.6		3,590	4.7	3,280	4.3	23	4.3	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,110	6.7	4,730	6.2	25	6.2		3,430	4.5	3,280	4.3	23	4.3	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,040	5.3	3,820	5.0	19	5.0		2,290	3.0	2,210	2.9	15	2.9	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,500	5.9	4,350	5.7	20	5.7		2,900	3.8	2,820	3.7	19	3.7	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,880	6.4	4,580	6.0	22	6.0		4,120	5.4	3,820	5.0	25	5.0	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	2,900	3.8	2,750	3.6	20	3.6		3,660	4.8	3,430	4.5	23	4.5	
NBC TIME OUT-9:45AM		9.45- 9.47AM	9.45	5,110	6.7	5,040	6.6	26	6.6		5,040	6.6	4,960	6.5	30	6.5	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	5,800	7.6	5,650	7.4	29	7.4		4,200	5.5	3,890	5.1	24	5.1	
NBC TIME OUT-10:58AM		10.58-11.00AM	10.45	4,650	6.1	4,500	5.9	23	5.9		3,590	4.7	3,510	4.6	23	4.6	
NBC ASK NBC NEWS-11:28AM		11.28-11.30AM	11.15	4,500	5.9	4,270	5.6	24	5.6		2,670	3.5	2,590	3.4	18	3.4	
NBC TIME OUT-11:58AM		11.58-12.00NN	11.45	4,880	6.4	4,810	6.3	25	6.3		2,980	3.9	2,820	3.7	20	3.7	
NBC NBC MAJOR LEAGUE PRE GAME	1	4.00- 4.20PM	-GRID 4.15	4,200	5.5	3,740	4.9	16	5.0								

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY SUNDAY																	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	1,750	2.3	1,680	2.2	12	2.2								
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,210	2.9	1,980	2.6	12	2.6								
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	760	1.0	690	.9	8	.9								
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	1,070	1.4	990	1.3	8	1.3								



# BULLETIN

May 2, 1980

## THE PRESIDENT OUTLINES NEXT STEPS ON IRAN

President Jimmy Carter announced on Monday, April 7, the further moves the United States would take in retaliation for the continued holding of American hostages at our embassy in Iran. This was also a principal subject at the press conference on Thursday, April 17.

Both events were carried by the national television networks. Nielsen estimates of the audiences reached over the combined facilities are as follows:

	Presidential Message Mon., April 7, 1980 3:10-3:18PM NYT		Press Conference Thur., April 17, 1980 4:00-4:44PM NYT	
	<u>Percent</u>	<u>Millions</u>	<u>Percent</u>	<u>Millions</u>
Total Audience				
Households	26.6	20.3	25.6	19.5
Average Audience				
Households	25.0	19.1	19.9	15.2
Total Persons*	12.7	26.3	11.1	22.9
Total Women	21.7	17.4	16.4	13.2
18-49	20.3	10.1	13.0	6.5
Total Men	5.0	3.6	6.7	4.8
18-49	2.0	1.0	3.3	1.6
Total Teens	10.7	2.4	11.6	2.6
Total Children*	8.8	2.8	7.1	2.3

\*Excluding children under 2 years of age.